

[2 & 5]

Sardar Patel University

BBA (HM/TTM)

CBCS Examination – Semester III

Friday December 09, 2016

Time: 02:00 am to 04:00pm

UM03FBBH02/T02

Business Etiquettes and Managerial Communication**60 MARKS**

- Q.1A. Define business etiquettes and explain the importance of business etiquettes in business. 08
- B. Write a detailed note on telephone etiquettes in business. 07
- OR**
- Q.1 A Write detailed notes on: 15
1. Etiquettes for meeting.
 2. Etiquettes for workplace
- Q2.A. Give the meaning of publicity and discuss the functions of mass media. 08
- B. Write detailed note on Internet as a type of mass media. 07
- OR**
- Q.2A. Define the publicity and discuss five steps for better crisis communication with media. 08
- B. Explain in detail Television as type of mass media. 07
- Q3.A. Draft a cover letter with a resume for the post of HR manager in Taj Hotel. 15
- Q3.A. Draft an application and attach a resume reservation manager in HTC hotel. 15
- Q4A. Explain mental and psychological preparation for interview. 08
- B. Discuss how to appear in interview. 07
- Q4 Write a detailed notes on: 15
1. Promotion Interview
 2. Panel Interview
 3. Telephone Interview