

[5/8]

SEAT No. _____

No. of Printed pages:01

SARDAR PATEL UNIVERSITY
BBA- TTM (Hons.) (Tourism & Travel Management) (3 Years)
(HM) (Semester 3)
2018

UM03FBBT02 – Business Etiquettes and Managerial Communication
UM03FBBT02 Saturday, 1st December 2018
02.00 p.m. – 04.00 p.m.

Total Marks: 60

- Q – 1 A Write a note on the concept and importance of Business Etiquettes. 08
- B Write a note on Telephone Etiquettes 07
- OR**
- Q – 1 A Discuss in detail formal business etiquettes. 08
- B What are the etiquettes to be followed with superiors at workplace? 07
- Q – 2 Write a detailed note on meaning of Publicity discussing various definitions of publicity. 15
- OR**
- Q – 2 What are the types and functions of Mass Media? 15
- Q – 3 Write an application for the post of Junior Floor Manager for Welcome Group of Hotels. Attach your brief resume along with it. 15
- OR**
- Q – 3 Write an application for the post of Assistant Project Manager in Ministry of Tourism, Government of India for Swachh Bharat Mission. Attach your brief resume along with it. 15
- Q – 4 A Write a detailed note on Selection Interview. 08
- B Discuss how one should better appear for interview. 07
- OR**
- Q – 4 Explain in detail various types of job Interviews. 15

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