

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA INTEGRATED-SEMESTER- VI-EXAMINATION- SUMMER-2024**

**Subject Code: 2567105**

**Date: 14/05/2024**

**Subject Name: Business Etiquettes**

**Time: 10:30 AM TO 01:30 PM**

**Total Marks: 70**

**Instructions:**

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non-programmable scientific calculators are permitted.**

**Q.1 (a)** What do you understand by business etiquette? State the significance of business etiquette in 21<sup>st</sup> century? **07**

**(b)** Discuss the use of technology to make significant changes in a business. **07**

**Q.2 (a)** Briefly explain etiquette for personal contact. **07**

**(b)** Etiquette to be kept in mind while dealing with different people at office. **07**

**OR**

**(b)** What every official mail should contain discuss and why is e-mail a preferred mode of communication in business. **07**

**Q.3 (a)** You are working with an organization how you would deal with confidential issues at workplace state your points. **07**

**(b)** Why is it important to manage right tone and volume in business setting kindly discuss? **07**

**OR**

**Q.3 (a)** How can one prepare for telephonic Interview? **07**

**(b)** Discuss about the types of the interviews and their significance in different industry. **07**

**Q.4 (a)** Briefly discusses the effectiveness of presentation in business. **07**

**(b)** What is the importance of audience in public speaking? Discuss the importance of power and pause in public speaking? **07**

**OR**

- Q.4 (a)** Describe the business dining etiquette in context with American and continental style. **07**
- (b)** Describe the effective meeting strategies and discuss the rules for conducting meeting. **07**
- Q.5 (a)** Globalization has led to the integration of various cultures at workplace and that leads to cultural differences at workplace. Explain that how do these cultural differences effect business etiquettes. **07**
- (b)** What you understand by cultural Insensitivity discuss with an example. **07**

**OR**

- Q.5 (a)** Why is it important to follow telephone etiquette for business call? Discuss telephone courtesies. **07**
- (b)** Why Is Netiquette Important And Give Examples? **07**

\*\*\*\*\*