

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Integrated - SEMESTER- VI EXAMINATION – WINTER 2021**

**Subject Code: 2567105****Date: 03/12/2021****Subject Name: Business Etiquettes****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Describe the significance of Business Etiquettes in 21st Century. **07**  
 (b) Discuss about the need and importance of professionalism at workplace. **07**
- Q.2** (a) What factors should be kept in mind while dealing with seniors and juniors at work place? **07**  
 (b) Discuss in detail e-mail as a preferred mode of Electronic Communication Techniques. **07**
- OR**
- (b) Describe the basic personal contact etiquette and explain its significance. **07**
- Q.3** (a) Explain the term netiquette and discuss about its significance. **07**  
 (b) What are the pre-requisites for dealing with the confidential issues at workplace? **07**
- OR**
- Q.3** (a) What factors are to be considered for an ideal professional e-mail? **07**  
 (b) Every organization has its own requirement and every job role calls for a unique characteristic. Discuss about the types of the interviews and their significance for their respective industry. **07**
- Q.4** (a) Discuss about the importance of pause and the sound of the speaker at public speaking. **07**  
 (b) Using computer applications in an organized manner can lead to a better image while communicating through them. Describe how a presentation be enhanced using color scheme, animation and formatting the content. **07**
- OR**
- Q.4** (a) Describe the ground rules for conducting a meeting. **07**  
 (b) Short note on: i) Business meal etiquette **07**  
 ii) Dining essentials in other countries.
- Q.5** (a) Culture varies with geographical locations. Describe the dining etiquette with the context of American culture. **07**  
 (b) 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**
- OR**
- Q.5** (a) Short note on: i) Multi cultural Etiquette **07**  
 ii) Cultural insensitivity
- (b) Discuss about the role of body language, confidence and eye contact for a successful presentation. **07**

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