

(7 pages)

Reg. No. :

Code No. : 30949 E

**Sub. Code : ESBA 22/
ESSL 22/ESAM 22**

**B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2024**

Second Semester

**Business Administration/ Shipping and Logistics
Management/Aviation Management**

**Skill Enhancement Course – BUSINESS ETIQUETTE
AND CORPORATE GROOMING**

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 =10 marks)

Answer ALL questions.

Choose the correct answer :

1. The set of norms of behavior and attitude in every work place is _____
- (a) Self evolved
 - (b) Nationally laid down
 - (c) Internationally prescribed
 - (d) Dictated by the board

2. What are the ABC's of Etiquette?

- (a) Advise, Be Respectful, Create
- (b) Acceptable, Believable, Courteous
- (c) Advertise, Beneficial, Charitable
- (d) Accurate, Boastful, Courageous

3. In business, when you fail to recall the name of a person met earlier, you can ask him or her _____

- (a) For his or her surname
- (b) To excuse you for forgetting his or her name
- (c) For his or her initials
- (d) For his or her business card

4. Which of the following is acceptable in the work place?

- (a) Eat a crunchy lunch at your desk
- (b) Consistently arrive late
- (c) Have tasteful decor in your personal work area
- (d) Use voice mail as a call screening process

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5. In business telephone calls, when making a request always use _____

- (a) The interrogative form
- (b) The passive form
- (c) The imperative form
- (d) Direct categorical statements

6. Which of the following 'snot good email etiquette?

- (a) Keeping your email brief and to the point
- (b) Putting the purpose of the email in the subject field
- (c) Sending funny you tube videos and personal emails to co-workers
- (d) Using a signature that includes your contact information following your message

7. In a _____ workforce environment, everyone will work hard to give their best.

- (a) Reductive (b) Inductive
- (c) Vindictive (d) Conductive

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8. The process by which one generation passes culture to the next is called?

- (a) A cultural ethnic
- (b) Cultural integration
- (c) Cultural transmission
- (d) Cultural universals

9. What is the best preferred dress to wear in a corporate setting?

- (a) Business formals
- (b) Semi formals
- (c) Informal clothes if it is with known business contacts
- (d) Depends on one's own comfort

10. What should be avoided while getting a new suit or a dress for the interview?

- (a) Setting too trendy
- (b) Consulting someone with experience
- (c) Ensuring the right fit
- (d) Ensuring the colour and look is formal (even if it looks extra format)

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, by choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What do you mean by business Etiquette?

Or

- (b) State the ABCs of Etiquette.

12. (a) What are the professional qualities expected from an employer's perspective?

Or

- (b) Write a short note on conflict resolution strategies.

13. (a) What are the 3 P's of telephone etiquette?

Or

- (b) What are the etiquettes of chatting?

14. (a) Bring out the types of diversity.

Or

- (b) How do you promote cultural diversity in the workplace?

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15. (a) What is the best professional business attire?

Or

- (b) What is an example of dress code?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, by choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the principles of exceptional work behavior.

Or

- (b) Discuss the Role of good manners in business.

17. (a) Describe the importance of workplace courtesy.

Or

- (b) List out the guidelines for managing ethics in workplace.

18. (a) Explain the principles of disability etiquette.

Or

- (b) Explain the basic disability etiquette practices.

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19. (a) Explain the impact of diversity.

Or

(b) Discuss the elements of intercultural communication.

20. (a) Examine the importance of good grooming.

Or

(b) Explain the guidelines for appropriate business attire.

