Reg. No. | | | | | | | | | | | | | |

S.No. 23SS006 **Sub. Code : 23962SB**

B.B.A. DEGREE EXAMINATION, APRIL 2024.

(Autonomous)

Second Semester

BUSINESS ETIQUETTE AND CORPORATE GROOMING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.
Each question carries 2 marks.

1. Define business etiquette.
2. What is personal spacing?
3. List out the ethical issue in business.
4. Recall the term workplace courtesy.
5. What is email etiquette?
6. Outline the term telephone etiquette.

7. What is taboos?

8. Recall the meaning of cultural sensitivity.

9. Enumerate the term business attire.

10. What is professional image?

11. List out the professional qualities expected from the employer's.

12. Spell out the meaning of ABCs of etiquette.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

13. Bring out the role of good manners in business.

14. Enumerate the hierarchy and protocol in workplace.

15. What is disability etiquette? Enumerate basic disability etiquette practices.

16. Outline the cultural awareness practices at workplace.

17. Explain the various factors which grooming for success in business.

18. How to choose an appropriate gift in the business environment?

19. Explain the meeting and greeting scenarios in business etiquette.

20. Enumerate the real life work place scenario.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.
Each question carries 10 marks.

21. Explain the principles of exceptional work behavior.

22. Elaborate the internet usage in the workplace.

23. Explain the various conflict resolution strategies using in workplace.

24. What is business attire? Enumerate the professionalism business style.

25. What is dress code? Explain the various guidelines for appropriate business attire.

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