

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (IB) – SEMESTER I – EXAMINATION – WINTER 2019

Subject Code: 1519302**Date: 26/12/2019****Subject Name: Business Communication & Etiquettes****Time: 10:30am to 1:30pm****Total Marks: 70****Instructions:**

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

- Q.1** Answer the following questions: **14**
- a. Define the term communication.
 - b. What is meant by Non-verbal communication?
 - c. Who is a kinesthetic speaker?
 - d. What is meant by etiquettes?
 - e. Explain the communication process.
 - f. Identify the various attributes of personality building.
 - g. What is meant by dyadic communication?
- Q.2** (a) Explain the various barriers to Effective communication. **07**
 (b) Explain the various forms of communication. **07**
- OR**
- (b) Consider yourself as a sales representative of an insurance company. You are communicating to a new customer who wants to avail an insurance policy. The person is an individual in an age group of 35-40 married and has one kid and working in a reputed MNC firm as Assistant manager. Explain the seven C's of effective communication you would consider while explaining and helping him in availing a policy. **07**
- Q.3** (a) What etiquettes must one follow while dealing with face book and Instagram? **07**
 (b) Explain the different types of interviews. **07**
- OR**
- Q.3** (a) Explain the steps to become a good listener, **07**
 (b) Assume that you are the Marketing Manager for a sports shoe brand. Write a promotional message for your audience. **07**
- Q.4** (a) Explain the etiquettes one must follow while dealing with colleagues in workplace and dealing with confidential matters communication. **07**
 (b) Explain the different kinds of business documents. **07**
- OR**
- Q.4** (a) Read the business letter given below. **07**
- Sam's Furniture Mart
 62/66 Downtown, Moreville DT23.
 Tel: 608 0097

The Manager,
Seaview Guest
House, Parade
DT12.
Dear Sirs,

The furniture you ordered has arrived at hour showrooms. Please telephone the undersigned personally to say weather you will collect it or we should deliver it to you; we shall be unhappy with either. Remember we want your money when you get the furniture so have it ready. Your early reply will be appreciated. Yours sincerely, Manger

Identify the faults and errors and rewrite the business letter in a correct manner.

- Q.5** (b) Explain the AIDA principle of persuasion for sales presentation. **07**
CASE STUDY:

Karan goes to dine in a restaurant and Suraj is a waiter. Upon entering Karan notices that the hotel is profusely populated and staff seems to be in a rush. However Karan chooses to take a seat and enjoy the meal. While he waits for the wait to attend him, he notices that the ambience of the hotel is quite beautiful with an open kitchen where the chefs prepare food right in front of the customers' site. Simultaneously he gets irritated as no one yet came to take his order. The contrast to the peaceful looking restaurant is the clutter in the kitchen where chefs are not wearing hand-gloves or any head gear to prevent form hygiene issues. . Even the waiters are, in general, shabbily dressed not leaving a very good image of the organization. Karan still waits and calls out for a waiter.

Karan: Waiter!

Suraj: Yes. Sir?

Karan: Look. I have been sitting here since last ten minutes and you hae not yet given me the menu card.

Suraj: I can't help that. We're very busy. You'll have to wait.

Karan: I'm damned if I'll wait any longer. Bring me the menu immediately

Suraj: I'm sorry. I've got those people over there to serve first.

Karan: Right. I'm going and I won't come to your blasted restaurant again.

Suraj: Good. We can manage very well without customers like you.

- (a) Karan and Suraj doesn't seem to get on well. What goes wrong? **07**
(b) What type of etiquette the waiter has shown. **07**

OR

- Q.5** (a) Action and appearance of every member of the organization leads to its image being built in the eyes of customer" give ypur view in accordance to the above case study. **07**
(b) Do you think the dressing and the way of talking matter to the people who visit restaurants only to eat? Elaborate. **07**
