



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: CORPORATE ETIQUETTE & IMAGE MANAGEMENT

Program: INT BBA-MBA

Course Code: HRES 2016

Instructions:

Semester: III

Time : 03 hrs.

Max. Marks: 100

SECTION A
10Qx2M=20Marks

| S. No. | | Marks | CO |
|--------|--|-------|-----|
| Q 1 | A weak handshake is most appropriate when shaking a female's hand (True/ False) | 2 | CO1 |
| Q 2 | If you are entering someone else's office, remain standing unless you are asked to sit down. (True/False) | 2 | CO1 |
| Q 3 | Which of the following statements IS NOT true? a) If you leave the table during a dinner, you need to place your napkin on the table b) When you are finished dining, you should place your napkin neatly on the table to the left side of the plate c) If you drop your napkin on the floor, you should discreetly ask the waiter or host for another one d) Your napkin should remain on your lap throughout the entire meal | 2 | CO1 |
| Q 4 | A man should not initiate the handshake with woman. (True/False) | 2 | CO1 |
| Q 5 | You don't have to write in formal style when: a) The letter doesn't contain crucial matters b) You have already established a relationship with the person you're writing to c) The letter contains an invitation d) You always have to use formal style for business letters | 2 | CO1 |
| Q 6 | Who should pay at a business luncheon? | 2 | CO1 |
| Q 7 | If you are the junior executive at a meeting, you should wait for others to be seated first and then choose your seat from those remaining (True/False) | 2 | CO1 |
| Q 8 | Always mention your boss's name first when making an introduction (True/False) | 2 | CO1 |
| Q 9 | The tone of an informal letter is: a) More technical than the tone of the formal letter b) More conversational than the tone of the formal letter c) More informative than the tone of the formal letter d) Pretty much the same as the tone of the formal letter | 2 | CO1 |
| Q 10 | When you are dining in a restaurant and you accidentally drop your fork on the floor, you: a) Pick it up, wipe it off, and use it anyway b) Pick it up, give it to the server, and ask him to bring you another one c) Leave it on the floor and ask the server to bring you another one | 2 | CO1 |

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|---|--|-----------|-------------|
| | d) Leave it on the floor and use your neighbor's fork when he's not looking | | |
| SECTION B 4Qx5M= 20 Marks | | | |
| Q 1 | When you reach a doorway at the same time as another person, what basic etiquettes you should follow. | 5 | CO2 |
| Q 2 | Illustrate the different types of handshakes and mention which handshake is good in business etiquette. | 5 | CO2 |
| Q 3 | Explain the two different methods of call transfer and which one is the best method. | 5 | CO2 |
| Q 4 | What are the duties of business receptionist and why it is important in business etiquette? | 5 | CO2 |
| SECTION-C 3Qx10M=30 Marks | | | |
| Q 1 | Phone calls are very important in business etiquette. Discuss about the importance of effective business calls. | 10 | CO3 |
| Q 2 | Describe the basic etiquette applied before and during meeting in the business conferences for a successful deal. | 10 | CO3 |
| Q 3 | You are a Library Manager who manages the supply of books in your college library. Write a letter for placing the order for the books to the Oxford Publication Delhi. | 10 | CO4 |
| SECTION-D 2Qx15M= 30 Marks | | | |
| Q 1 | <p style="text-align: center;">Case Study</p> <p>Mary was hosting a dinner with her colleagues to celebrate a recent and very profitable business deal. Several days before the dinner, she checked in with everyone to see if there were any dietary restrictions she'd need to keep in mind. At the dinner, everyone was seated around Mary's table and had their foot. John, one of the new hires, had tucked his napkin into his shirt. Everyone else had their napkins on their laps. Throughout the meal he picked at his teeth and spoke with his mouth full, and even spit food out that he didn't like. At the end of the dinner, everyone thanked Mary for hosting. John, however, was not invited to any more dinners.</p> <p>a. What are the different table manners should be followed by John? b. Why was John not invited for any more dinners in future business meeting?</p> | 15 | CO4 |
| Q 2 | <p>a. Globalization has changed the recruitment process of companies. Explain the role of body language, confidence and eye contact for successful interview.</p> <p>b. Culture varies with geographical locations and their local traditions. Describe the dining etiquette with the context of Chinese Table manners.</p> | 15 | CO 3 |