



Name:
Enrolment No:

UPES

End Semester Examination, December 2023

Course: Corporate Etiquette and Image Management
Program: INT. BBA-MBA
Course Code: HRES2016

Semester: III
Time : 03 hrs.
Max. Marks: 100

Instructions:

- **This question paper contains four sections.**
- **All sections are compulsory.**
- **In section C, Q3(c) has internal choice.**
- **In section D, Q4 (b) has internal choice.**

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1(a)	If a co-worker comes to your office cabin and introduces you to a new colleague, you should: a) Smile and feel shy. b) Stand up, establish eye contact, smile and shake hand with them. c) Give them a high five. d) Shout in excitement.	2	CO1
Q 1(b)	You are attending a conference and you would like to have the card of a senior executive you meet. How should you get it? a) You offer them your card and ask them for theirs. b) You tell them you need their card so you can remember their name. c) You establish rapport with them in a hope they will ask for your card and in return share theirs. d) None of the above.	2	CO1
Q 1(c)	After a meeting with a contact in a business conference, to express your thanks, it is appropriate to: a) Send a thank you e-mail. b) Send a box of chocolates. c) Send red roses to their office. d) Drop by their office and ask for coffee.	2	CO1
Q 1(d)	How quickly you should reply to e-mails? a) As soon as you receive it. b) Within 24 hours. c) As and when you remember. d) By end of the day.	2	CO1
Q 1(e)	What is image management in a corporate setting?	2	CO1

	<ul style="list-style-type: none"> a) Leaving an everlasting impression on your co-workers through effective communication and following workplace etiquettes. b) Gossip about others so that you are perceived as a good resource. c) Manipulating false facts about you to present yourself as a good resource. d) Showing arrogance to your co-workers because you have got higher education and travel exposure than others. 		
Q 1(f)	<p>What are corporate etiquettes?</p> <ul style="list-style-type: none"> a) Set of rules/ codes/ norms/ ethics individuals must follow to stay appropriate to the workplace. b) Rituals which some employees follow in the offices. c) Rules set by the government of a country. d) All of the above. 	2	CO1
Q 1(g)	<p>What is the problem with poor listening skills in a business meeting?</p> <ul style="list-style-type: none"> a) You lose out on important meeting discussions. b) You are perceived as a passive listeners by other colleagues. c) You do not know the expected outcomes of the meeting. d) All of the above 	2	CO1
Q 1(h)	<p>Which of the following is a meeting etiquette?</p> <ul style="list-style-type: none"> a) Telling co-workers that the meeting is irrelevant. b) Giving very sturdy handshakes. c) Arriving on time for a meeting. d) Sitting quietly at a meeting and not giving feedback. 	2	CO1
Q 1(i)	<p>If you are sending emails to your colleagues and clients. Which among the following should not be there in his e-mail?</p> <ul style="list-style-type: none"> a) Subject line b) Salutation c) E-mail body d) Corporate slangs 	2	CO1
Q 1(j)	<p>When meeting someone for the first time, you should convey all of these feelings except:</p> <ul style="list-style-type: none"> a) Indifference b) Respect c) Warmth d) Respect 	2	CO1
<p>SECTION B 4Qx5M= 20 Marks</p>			
Q 2(a)	Discuss the importance of using proper greetings in organization for example “Please” and “Thank You”.	5	CO2
Q 2(b)	Define corporate image management.	5	CO2
Q 2(c)	Discuss how should you use abbreviations in e-mail writing.	5	CO2
Q 2(d)	Explain why understanding workplace culture is significant.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 3(a)	Interpret the following statement. “Being receptive to diverse ideas from your colleagues at work is a good way to get along with them”	10	CO3
Q 3(b)	Explain five factors which you should consider while analyzing a personal brand on social media.	10	CO2
Q 3(c)	Compare the following: “Respecting personal space at work” and “Avoid discussing religion and politics at work” OR Analyze and explain five effective business presentation strategies.	10	CO3

SECTION-D
2Qx15M= 30 Marks

	Critically analyze the following conversation and answer the following questions: What happened to my proposal on introducing a new centre for software development in our organization Harish?’ she complained. Come on, give me an answer. Surely there must be something you can tell me apart from “I will let you know”. "I am sorry, Ms Leela. The only aspect we are yet to decide is the budget. As soon as I have got anything concrete to say, I promise you will be the first to know.” Harish softened his words with a smile. He turned to leave. But she pleaded, ‘Listen, it is pending for long. Do something quickly and let me know.’		
Q 4(a)	Refer to the above conversation and identify the workplace etiquettes which were lacking from both Harish’s and Leela’s end.	15	CO4
Q 4(b)	Re-draft the above oral conversation applying workplace etiquette and norms. OR Referring to the above situation, imagine yourself as Ms. Leela and draft an e-mail to Harish following up with him regarding your proposal on introducing a new centre for software development. Remember to follow the e-mail etiquettes while drafting the e-mail.	15	CO4