



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED SECOND SEMESTER – APRIL 2025 UBU2AR01 – BUSINESS ETIQUETTE



Date: 05-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	List the types of Corporate Culture.	
2		What is the importance of Business Etiquette?	
3		Is business Jargons usage necessary in Business environment?	
4		List the various elements of Presentation	
5		Write down the types of Business Letters.	
6	K2	What do you understand by Deal and Kennedy's Corporate Culture Model.	
7		Write the concept of Business Etiquette in Europe.	
8		Brief the importance of Media Interview.	
9		What are the important elements in a Presentation?	
10		Write the importance of Enquiries letters.	

SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Write a brief note about Edgar and Schein Corporate Culture Model. [OR]	
12		Discuss the key aspects of Business Etiquette in India.	
13		Elaborate on the various Negotiation Strategies in detail. [OR]	
14		Detail the steps involved in delivery of Presentation.	
15	K4	Analyse the steps in conduct of Meetings. [OR]	
16		Layout the essential components of a Business Letter	
17		How can one effectively prepare and deliver a successful presentation? [OR]	
18		How does a job application letter contribute to the hiring process?	

SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Critically analyse Cultural Web Model by Gerry Johnson and Kevan Scholes with a diagram. [OR]	
20		Evaluate the Business Etiquette in China, Singapore, Malaysia and Japan.	

21	K6	Elaborate on the various types of Interviews in detail.
22		<p style="text-align: center;">[OR]</p> <p>Write a complaint letter regarding a delayed online order. The order was promised to arrive within five business days but has not been delivered even after two weeks. Include the following details in your letter: order number and purchase date, expected delivery timeframe, any communication received about the delay, how the delay has impacted your plans or needs, and a request for expedited delivery, a refund, or an alternative solution.</p>

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