****

Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**UG – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022
(Examination conducted in July-August 2022)**

**BC 4318: Business and Corporate Etiquettes**

Time- 1 ½ hrs Max Marks-35

**This paper contains \_\_\_\_ printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**1 x 5 = 5 marks)**

1. You are expecting an important call from a big client. There is a chance that he will call during a pre-scheduled board meeting. What is the etiquette norm to handle this problem?
2. People who forget the names of people commonly do not attempt to introduce them at all. Fearful that the person will be offended. How should this situation be tackled?
3. What is an elevator pitch?
4. State two reasons as to why dining etiquette is important.
5. Give any one aspect of meeting etiquette.
6. What is meant by minutes of meeting?

**Section B**

**II.** Answer ***any one*** of the following (**5 x 1 = 5 marks)**

1. Critically analyse the picture given below. List out the poor grooming practices depicted and how they can be rectified.



1. Ms. Yamini is attending an interview at FinHub Inc, a fintech company for the position of Analyst. Give her pointers on facing the interview.

**Section C**

**III.** Answer ***any one*** of the following (**10 x 1 = 10 marks)**

1. Your company is organising a 10K marathon in Bangalore in August 2022. The social cause attached to the event is environment protection with a focus at reducing carbon footprint. Mr. Green is a world famous environmentalist who advocates lifestyle change to reduce carbon footprint. Write an email to him, inviting him to be a part of the marathon in the capacity of Guest of Honour. The role of Guest of Honour includes giving a 10-minute speech on climate change and flagging off the runners.
2. Highlight and discuss the common Business Etiquette Practices.

**Section D**

**III. Compulsory Question (15marks)**

1. Wow Ltd. is an American MNC operating in China. It employees over 600 staff, both Chinese and Non Chinese. On March 7th 2022, one day before International Women’s Day, all 200 female staff members of Wow Ltd received an email from human resource (HR) announcing a gift of pink towels in celebration of the day. Within one hour of this announcement, a discussion commenced as an email thread among the female staff members.

Extracts from the discussions are given below:

|  |
| --- |
| Staff A I don’t want this to be mistaken as ingratitude, but I do start to wonder what kind of image of women is reproduced here? As a woman who has gained a Ph.D. and a decent job in a corporate environment that is still very much dominated by white men, I’m very aware of the struggle many women have had to go through to reach such a position. Because of this obvious, continued, subtle, and open discrimination of women, I feel that these kinds of presents are absolutely not the appropriate way of celebrating Women’s Day. There are certainly books, DVDs, and other kinds of gifts which express respect for women’s intellectual and professional qualities rather than reducing them to pink towels! |

|  |
| --- |
| Staff B We are in China which has its own protocols—the symbolism of which is very deeply rooted. My mother, who was born and brought up in China before emigrating, returned to the land of her birth just once, when she brought, amongst other things, bales of towels for the very reason that towels have long been popular presents for men and women in China. As for the colour, it should be remembered that, whilst the choice of pink has certain connotations in countries such as the USA and Britain, it has no such connotation in China, as far as I am aware. The tokens of appreciation offered are much appreciated by me, as I accept them in the spirit in which I feel they are meant.  |
| Staff C Actually most of us Chinese staff appreciate the gift from the company. We don’t think too much about it. This case might be a good example of what “cultural conflict” is. |

Questions

1. Briefly explain how etiquette plays an important role in cross culture?
2. Is this problem one of culture conflict or gender stereotyping? Discuss.

**(10+5)**