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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: III - THEORY EXAMINATION (2024-2025)

Subject: Personal Grooming and Business Etiquette

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. The reason why first impressions are important in business is because they (CO1, K1) 1
- (a) Reflect long-term personal habits
 - (b) Can influence trust and credibility instantly
 - (c) Allow others to judge financial status
 - (d) Are easy to change later
- 1-b. Maintaining proper body language in a business meeting helps in (CO2, K1) 1
- (a) Enhancing non-verbal communication
 - (b) Creating unnecessary tension
 - (c) Distracting other participants
 - (d) Displaying personal discomfort
- 1-c. Turning off phone notifications before a meeting represents (CO3, K1) 1
- (a) Effective multitasking
 - (b) Demonstration of meeting preparedness
 - (c) Disregard for communication
 - (d) Encouragement of off-topic use
- 1-d. Removing shoes before entering someone's home in certain Asian countries shows (CO4, K2) 1

- (a) Disregard for personal boundaries
 - (b) Cultural disrespect
 - (c) Adherence to local customs and respect
 - (d) Western influence
- 1-e. Politeness in phone conversations helps in (CO5, K2) 1
- (a) Maintaining professional rapport
 - (b) Ending the call quickly
 - (c) Avoiding responsibility
 - (d) Ignoring the caller
2. Attempt all parts:-
- 2.a. Describe the role of dress codes in maintaining a professional image in business settings. (CO1, K3) 2
- 2.b. Illustrate the purpose of networking in building professional relationships. (CO2, K3) 2
- 2.c. Explain how punctuality contributes to effective meeting participation (CO3, K2) 2
- 2.d. Suggest two ways a traveler can show respect for local customs while abroad (CO4, K2) 2
- 2.e. Identify a situation where non-verbal cues can contradict verbal communication (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Illustrate how business etiquette influences workplace relationships and professional communication. (CO1, K3) 5
- 3-b. Explain the relationship between professional etiquette and non-verbal communication skills. (CO2, K2) 5
- 3-c. Describe the strategies a presenter can use to handle unexpected or challenging questions during a Q&A session (CO3, K2) 5
- 3-d. Analyze the consequences of ignoring cultural norms when negotiating with international clients or partners (CO4, K4) 5
- 3-e. Construct a formal email addressing a conflict with a colleague while maintaining professionalism (CO5, K3) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Explain how the professional etiquette is promoted by the business etiquette. (CO1, K2) 6
- 4-b. Assess how adhering to proper dress codes contributes to enhancing client trust and professional credibility. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. Illustrate the role of body language in conveying confidence and professionalism 6

in workplace communication. (CO2, K3)

5-b. Discuss the purpose of networking in establishing long-term business relationships and career growth. (CO2, K2) 6

6. Answer any one of the following:-

6-a. Interpret how a presenter's voice modulation and body language affect message delivery and audience reaction (CO3, K4) 6

6-b. Create a checklist for handling difficult questions or hostile participants during a Q&A session (CO3, K3) 6

7. Answer any one of the following:-

7-a. Identify steps a team leader can take to ensure inclusivity and participation in a culturally diverse meeting (CO4, K4) 6

7-b. Evaluate how etiquette during business travel can influence perceptions of professionalism and trust (CO4, K3) 6

8. Answer any one of the following:-

8-a. Evaluate the role of effective questioning in decision-making and team discussions (CO5, K3) 6

8-b. Assess the impact of active listening on conflict resolution in professional environments (CO5, K3) 6

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