

( 4 )

- (b) Explain the different approaches of CSR using suitable examples.
- (c) Elaborate the entire process for preparation of a telephonic interview.

★★★

Total No. of Questions : 4]

[Total No. of Printed Pages : 4

Course Code  
**DED – 07**

**Term End Examination - December, 2019**

**BUSINESS COMMUNICATION AND  
ETHICS IN BUSINESS**

Diploma in Entrepreneurship Development (DED)

Time : 3 hours

Full Marks : 100

*The figures in the right-hand margin indicate marks*

Answer **all** Groups as directed

Group—A

- 1.** Define the following, each within *1* word  
or *1* sentence : 1×10=10
- (a) Business Communication
- (b) Verbal Communication
- (c) Visual Communication
- (d) Informal network flow
- (e) Ethics in business
- (f) CSR
- (g) Right to Safety

( 2 )

(h) Contract Act

(i) Sale of Goods Act

(j) Glossophobia

Group—B

2. Answer any *four* questions each within  
100 words :  $5 \times 4 = 20$

(a) Define business presentation. What is the need of a business presentation?

(b) What are the various types of ethics in business?

(c) Differentiate between Ethics and Values.

(d) What is the difference between Moral and Integrity?

(e) Briefly write about asset protection.

(f) Differentiate between Laws and Professional code of ethics.

( 3 )

Group—C

3. Answer any *four* questions each within  
200 words :  $10 \times 4 = 40$

(a) Explain the formal network flow of communication.

(b) Write the advantages and disadvantages of telephonic interviews.

(c) Explain 'The Ethical Behavior Formula'.

(d) What do you understand by Work-Life Balance?

(e) What are the factors required by a presenter to make a presentation successful?

(f) Define rapport and its elements.

Group—D

4. Answer any *two* questions each within  
300 words :  $15 \times 2 = 30$

(a) Explain the concept of corporate code of conduct.