

Term End Examination – June 2019
DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT

Business Communication and Ethics in Business

Time – 3 Hours

Full Marks – 100

*Answer All the questions from Group-A, any **four** questions from Group - 'B', any **four** questions from Group - 'C' and any **two** questions from Group - 'D'*

Group 'A'

Q. No. 1 *Answer all the questions, each within one or two sentences*

Marks: 1×10 = 10

- a) What is verbal communication?
- b) What is “CSR”?
- c) What is Contract Act?
- d) What is the Sale of Goods Act?
- e) What is Glossophobia?
- f) What are the phases in Group Discussion?
- g) What are unethical practices in business?
- h) Write the elements of Communication
- i) What is “Brain Drain”?
- j) What do you mean by Intrapersonal Communication?

Group 'B'

Q. No. 2 *Answer any four questions each within 100 words*

Marks: 5×4 = 20

- a) What are the various types of ethics in business?
- b) What is the difference between Moral & Integrity?
- c) Define role of “Visuals” in verbal speech.
- d) What are the methods of “Self Control”?
- e) Briefly define the types of Group.
- f) Differentiate between Intrapersonal & Interpersonal communication.

Group 'C'

Q. No. 3 *Answer any four questions each within 200 words*

Marks: 10×4 = 40

- a) Write the advantages and disadvantages of telephonic interviews.
- b) As a candidate what group Discussion etiquettes will you adopt?
- c) Define body language and its importance in today’s business organization.
- d) Elaborate the benefits of corporate code of ethics.
- e) Define are the difference between “Value, Attitude & Ethical Behaviour”.
- f) How can we develop a deep level of trust that it is necessary for open conversation?

Group 'D'

Q. No. 4 *Answer any two questions each within 300 words*

Marks: 15×2 = 30

- a) Why do people need consumer protection?
- b) Given a chance how and what factors will you include to train your employees on the issue “Effective Ethical training”?
- c) Describe the ways of developing presentation content.