

[598A43] Seat No. _____

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SARDAR PATEL UNIVERSITY

BBA Examination (Semester V)

Monday, 21st November

2016.

02:00 PM to 04:00 PM

UM05FBBA02 - BUSINESS ETIQUETTES AND PRESENTATION SKILLS – I

Total Marks: 60

- Q – 1 A** Write a detail note on the concept and importance of Business Etiquettes. **08**
- B** What are the etiquettes to be observed with suppliers and customers - external stakeholders? **07**
- OR**
- Q – 1 A** Write a detailed note on the Formal Business Meeting etiquettes. **08**
- B** Write a note on the etiquettes for telephone conversation. **07**
- Q – 2 A** Write in detail the importance and role of business presentation. **08**
- B** How business presentation can be planned? **07**
- OR**
- Q – 2** Discuss in detail how a presentation can be prepared and practiced. How presentation can be delivered effectively? **15**
- Q – 3 A** Define Public Relations. Briefly explain the four elements of Public Relations **08**
- B** Write a note on: Formal Speech as oral form of PR Communication **07**
- OR**
- Q – 3 A** Define Crisis Communication. Suggest briefly the techniques to deal with crisis. **08**
- B** Write a note on: Internet as Publicity Medium **07**
- Q – 4 A** What is Organizational Communication? What are the basics of Organizational Communication? **15**
- OR**
- Q – 4 A** Write a note on Communication Climate. **08**
- B** Write a detailed note on Interpersonal Communication. **07**