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SARDAR PATEL UNIVERSITY
BBA EXAMINATION – Semester - V
Saturday, 11th November 2017

UM05FBBA02 – Business Etiquettes and Presentation Skills – I

Time: 10:00 a. m to 12: 00 p m

Total Marks: 60

- Q-1** **A** Write a note on the etiquettes to be followed with customers. **(08)**
 B Describe the etiquettes with peers at workplace. **(07)**

OR

- Q – 1** Explain the concept and importance of Business Etiquettes. **(15)**
- Q – 2** **A** How can you make presentation more effective? **(08)**
- B** What is the importance and role of business presentation? **(07)**

OR

- Q-2** What are the steps for planning a presentation? **(15)**

- Q – 3 A Write short notes on:** **(08)**
1. Panel Discussions 2. Round Table Conferences
- B Write a detailed note on Internet and Radio as effective publicity media.** **(07)**

OR

- Q-3 A** Define Public Relations. What are the four elements of Public Relations? **(15)**

- Q-4** **A** Explain the basics of Organizational Communication (08)
 B Write a note on Interpersonal Communication (07)

OR

- Q-4 A** Define Organizational Communication. What is the importance of communication in the organization? (15)

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