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(A-17) Seat No: _____

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY
BBA(Gen) Sem V EXAMINATION(CBCS) (NC)
Friday, 06 May 2016
Time: 02.30 pm to 04.30 pm
Business Etiquettes & Presentation Skills - I
UM05FBBA02

- Note: 1. Figures to the right indicate full marks to the questions concerned.
2. Your answers must be precise.
3. Maximum Marks: 60

Q-1 Explain the term 'business etiquette'? What is its importance in the modern corporate world? (15)

OR

Q-1 Write notes on the following:
(A) Etiquettes to be followed during formal business meetings (08)
(B) Telephone/ cell phone etiquettes (07)

Q-2 Explain in detail the steps to be undertaken to prepare an effective Presentation. (15)

OR

Q-2 Write notes on the following:
(A) How to plan for a Presentation (08)
(B) Guidelines on Delivering Presentations (07)

(P.T.O)

(1)

- Q-3 What do you mean by 'Public Relation'? Explain the four elements of 'Public Relation' in detail. (15)

OR

- Q-3 Write notes on the following:
- (A) Panel Discussions and Round – Table Conferences as forms of oral communication used in Public Relations (08)
 - (B) Crisis Communication and how to deal with it (07)
- Q-4 Explain what is meant by Organisational Communication and discuss in detail the basics of Organisational Communication. (15)

OR

- Q-4 Attempt the following:
- (A) Write a note on: Communication Climate in an organization. (08)
 - (B) What is 'Inter-personal Communication'? Explain its importance in an Organisation. (07)

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(2)