

SEAT No. _____

No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY**T.Y BBA (HONS) (HM) & (TTM) EXAMINATION
SEMESTER - V****SATURDAY, 11th NOVEMBER 2017****10:00 A.M. TO 12:00 P.M.****UM05FBBH/T01****MANAGERIAL COMMUNICATION SKILLS - I****TOTAL MARKS: 60**

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

Q.1 Write about the planning and preparation stages of effective business presentation. [15]

OR

Q.1 Write a brief note on the following:

(a) Making the presentation [07]

(b) Stage Fright. [08]

Q.2 Define Publicity and elaborate its various types in detail. [15]

OR

Q.2 Elaborate the functions of Publicity with examples. [15]

Q.3 Write an application for the post of a Front Office manager to Hyatt Regency, Pune. [15]

OR

Q.3 Prepare a detailed resume for the post of a House Keeping manager in a five star hotel. [15]

Q.4 Define interview? Describe Selection as an important type of interview in detail. [15]

OR

Q.4 Write a brief note on the following:

(a) Interviewee's behaviour on the day of interview [07]

(b) Interviewee's Preparation for the Selection Interview [08]
