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SEAT No. _____

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SARDAR PATEL UNIVERSITY

BBA(ISM) SEM-V (CBCS) (EXAMINATION)

Saturday, 11th, November, 2017

10:00 A.M To 12:00 P.M

UM05FBBS02-Business Etiquettes & Presentation Skills-I

Total Marks: 60

- Q. 1 Explain the etiquettes for the meetings and telephone conversations. [15]
OR
- Q. 1 Discuss in detail about etiquettes with stakeholders. [15]
- Q-2 Attempt the following:
- [A] Describe the role and importance of business presentation. [8]
[B] Do you consider planning is the essential factor in presentation? Discuss [7]
OR
- Q-2 Attempt the following:
- [A] Discuss the role of preparing and practicing the presentation. [8]
[B] Discuss the essential elements of delivering the presentation. [7]
- Q-3 What is public relation? Discuss the four elements of PR in detail. [15]
OR
- Q-3 What is crisis communication? What are the techniques to deal with crisis? [15]
- Q-4 What is organizational communication? Elaborate basics of organizational communication. [15]
OR
- Q-4 What is interpersonal communication? Discuss in detail the interpersonal communication. [15]

"ALL THE BEST"

(I)