

SV (A-18) Seat NO: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA ISM SEM V (NC) Examination

Friday, 06th May, 2016

02:30 pm to 04:30 pm

UM05FBBS02 Business Etiquettes and Presentation Skills – I

Marks: 60

Que. 1 Examine in detail the Concept and Importance of Business Etiquettes. (15)

Or

Que. 1 Write a detailed note on the Etiquettes for the successful Meetings. (15)

Que. 2 a). Mention in detail Planning for Business Presentation. (10)

Que. 2 b). Write a note on Role of Business Presentation. (05)

Or

Que. 2 a). Discuss Preparing and Practicing the Business Presentation. (10)

Que. 2 b). Write a note on Delivering the Business Presentation. (05)

Que. 3 Explain the Four Elements of Public Relation. (15)

Or

Que. 3 Examine in detail the Publicity Media – News Paper, Radio, TV, Internet. (15)

Que. 4 a). What do you mean by Organizational Communication? Explain the definition of Organizational Communication. (10)

Que. 4 b). Write a note on Basics of Organizational Communication. (05)

Or

Que. 4 a). Explain in detail Communication Climate in an Organization. (10)

Que. 4 b). Write note on Interpersonal Communication. (05)

All the Best

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(1)