

[8/A12]

SEAT No. \_\_\_\_\_

No. of Printed pages:01

**SARDAR PATEL UNIVERSITY**  
**BBA ITM (4 Years) (Semester 5) (NC)**  
**2017**

**UM05FBB102 – Business Etiquettes and Presentation Skills - I**  
**Saturday, 11<sup>th</sup> November 2017**  
**10.00 a.m. – 12.00 p.m.**

Total Marks: 60

- |       |   |  |    |
|-------|---|--|----|
| Q – 1 | A | Define the concept and importance of Business Etiquettes.  | 08 |
|       | B | Write a note on formal business Meeting Etiquettes   | 07 |
|       |   | <b>OR</b>  |    |
| Q – 1 | A | Briefly explain telephone etiquettes.  | 08 |
|       | B | What are the etiquettes to be followed with superiors at workplace?  | 07 |
| Q – 2 | A | What is the role and importance of business presentations? What are the stages of effective presentation?                                    | 15 |
|       |   | <b>OR</b>  |    |
| Q – 2 | A | How do you prepare for a formal presentation? What care does one need to take while delivering the presentation?                             | 15 |
| Q – 3 | A | Define Public Relations. What are the four elements of Public  | 08 |
|       | B | Write short notes on:  | 07 |
|       |   | 1. Round Table Conferences   |    |
|       |   | 2. Newspaper   |    |
|       |   | <b>OR</b>  |    |
| Q – 3 | A | Write notes on:  | 08 |
|       |   | 1. Internet  |    |
|       |   | 2. Question and Answer Discussions   |    |
|       | B | Define Crisis Communication. What are the techniques to deal with a  | 07 |
| Q – 4 | A | Write in detail the definition and meaning of Organizational Communication. Explain with diagram the basics of organizational communication. | 15 |
|       |   | <b>OR</b>  |    |
| Q – 4 | A | Write a note and functions of Interpersonal communication in   | 08 |
|       | B | Define the term communication climate with organizational relevance.   | 07 |