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[8]

**SARDAR PATEL UNIVERSITY**  
BBA (GENERAL) EXAMINATION (SEMESTER- V)

30  
No. of pages: 1

Thursday, 19 March 2015  
10.30 am – 12.30 pm

UM05FBBA02: Business Etiquettes and Presentation Skills - I

Marks: 60

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|-------|--|----|
| Q – 1 | Write a detailed note on etiquette with external stake holders – suppliers and customers.                              | 15 |
|       | <b>OR</b>  |    |
| Q – 1 | <b>Write notes on etiquette for:</b><br>1. Business Meetings<br>2. Telephone Conversation                              | 15 |
| Q – 2 | <b>A</b> What is the importance and role of presentation in business ?   | 10 |
|       | <b>B</b> <b>Write a short note on:</b> Planning for Presentation.  | 05 |
|       | <b>OR</b>  |    |
| Q – 2 | <b>A</b> Discuss how presentation can be prepared? What care should be taken while practicing the presentation?        | 10 |
|       | <b>B</b> <b>Write a short note on :</b> Delivering the presentation  | 05 |
| Q – 3 | <b>Explain:</b><br>1. Public Relations is Action Resulting from Sound Policies<br>2. Public Relations is Communication | 15 |
|       | <b>OR</b>  |    |
| Q – 3 | Write a detailed note on Newspaper, TV and Internet as effective publicity media.                                      | 15 |
| Q – 4 | Define organizational communication and explain the basics of organizational communication.                            | 15 |
|       | <b>OR</b>  |    |
| Q – 4 | Discuss the importance and benefits of Interpersonal Communication   | 15 |