

(A 9)

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SARDAR PATEL UNIVERSITY
BBA - ISM (V Semester) Examination
Thursday, 19 March 2015
10.30 am – 12.30 pm

30

UM05FBBS02- Business Etiquettes and Presentation Skills I

Total Marks: 60

Note: Figures to the right indicate the marks allotted to the question concerned

- Q – 1 Write a detailed note on the etiquettes for meetings and telephone/cell phone conversations. 15
- OR
- Q – 1 A Write notes on: 08
1. Etiquettes with superiors and subordinates
 2. Etiquettes with customers
- B Discuss in detail the concept and importance of business etiquettes. 07
- Q – 2 A What are the different steps involved in the effective delivery of a presentation? 08
- B Write a detailed note on the importance and role of business presentation. 07
- OR
- Q – 2 A Explain in detail the steps involved in preparing and rehearsing a presentation. 08
- B How does one plan to make a presentation effective? 07
- Q – 3 A Explain any two elements of Public Relations in detail. 08
- B Discuss Television and Newspaper as publicity media. 07
- OR
- Q – 3 A Define Crisis Communication. Write a note on the concept and techniques to deal with crisis. 08
- B Describe Formal Speeches, Round Table Conferences and Panel Discussions as forms of oral communication used in Public Relations. 07
- Q – 4 A Explain in detail Interpersonal Communication. 10
- B Write a short note on: Definition and Meaning of Organizational Communication 05
- OR
- Q – 4 Write detailed notes on: 15
1. Communication climate in an organization
 2. Basics of Organizational Communication