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

*SC*

**UM05FBBH/T 01- Managerial Communication Skills I**

**Total Marks: 60**

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

- Q – 1 A How can a presenter cope with presentation fears? 08
- B How does the use of audio-visual aids help in making effective presentations? 07
- OR
- Q – 1 What are the different stages in the preparation of a presentation? Explain them in detail. 15
- Q – 2 A What is Crisis Communication? How does an organization communicate with media during a crisis? What are the different strategies for Crisis Communication? 10
- B Write a short note on: Meaning and Definition of Publicity 05
- OR
- Q – 2 Write a detailed note on the types and functions of Mass Media. 15
- Q – 3 The LaLiT Golf and Spa Resort, Goa, has advertised in HospitalityIndia.com for the post of Front Office Manager with a minimum 10 years of work experience in a similar area. Respond to the advertisement with a suitable application letter and resume. 15
- OR
- Q – 3 The post of Director of Residential Services is vacant in InterContinental Marine Drive, Mumbai. Apply for the same with a suitable cover letter and resume. 15
- Q – 4 A What should an interviewer do to ensure the success of an Interview? 08
- B Write a note on: Interviewee's conduct during an Interview 07
- OR
- Q – 4 Define Interview. What are the different types of Interview? Explain them in detail. 15

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