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

UM05FBBIO2- Business Etiquettes and Presentation Skills I

NOTE: Figures to the right indicate full marks.

MARKS: 60

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|-----|---|------|
| Q-1 | Explain the etiquettes for Meetings and Telephone/Cell phone conversations. | [15] |
| OR | | |
| Q-1 | Discuss in detail about etiquettes with Stakeholders. | [15] |
| Q-2 | Attempt the following: | |
| | [A] Describe the role and importance of Business Presentation. | [08] |
| | [B] Do you consider Planning as an important factor in Presentation? Discuss. | [07] |
| OR | | |
| Q-2 | Attempt the following: | |
| | [A] Elucidate the role of Preparing and Practicing in the Presentation. | [08] |
| | [B] Explain all essential elements of delivering the Presentation in detail. | [07] |
| Q-3 | Describe Public Relations. Discuss four elements of Public Relations in detail. | [15] |
| OR | | |
| Q-3 | Explain Crisis Communication. What are the techniques to deal with crisis?
Describe in detail. | [15] |
| Q-4 | What is Organisational Communication? Elaborate basics of Organisational
Communication. | [15] |
| OR | | |
| Q-4 | Discuss in detail about Interpersonal Communication. | [15] |

ALL THE BEST