

SL

(A-17) Seat No: \_\_\_\_\_

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY  
BBA(Gen) Sem V EXAMINATION(CBCS) (NC)  
Friday, 06 May 2016  
Time: 02.30 pm to 04.30 pm  
Business Etiquettes & Presentation Skills - I  
UM05FBBA02

- Note: 1. Figures to the right indicate full marks to the questions concerned.  
2. Your answers must be precise.  
3. Maximum Marks: 60

Q-1 Explain the term 'business etiquette'? What is its importance in the modern corporate world? (15)

OR

- Q-1 Write notes on the following:  
(A) Etiquettes to be followed during formal business meetings (08)  
(B) Telephone/ cell phone etiquettes (07)

Q-2 Explain in detail the steps to be undertaken to prepare an effective Presentation. (15)

OR

- Q-2 Write notes on the following:  
(A) How to plan for a Presentation (08)  
(B) Guidelines on Delivering Presentations (07)

(P.T.O)

(1)

Q-3 What do you mean by 'Public Relation'? Explain the four elements of 'Public Relation' in detail. (15)

OR

Q-3 Write notes on the following:

(A) Panel Discussions and Round – Table Conferences as forms of oral communication used in Public Relations (08)

(B) Crisis Communication and how to deal with it (07)

Q-4 Explain what is meant by Organisational Communication and discuss in detail the basics of Organisational Communication. (15)

OR

Q-4 Attempt the following:

(A) Write a note on: Communication Climate in an organization. (08)

(B) What is 'Inter-personal Communication'? Explain its importance in an Organisation. (07)

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(2)