

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY  
BBA (Gen) Sem – V EXAMINATION (NE)  
Wednesday, 11<sup>th</sup> April 2018  
2:00 pm to 4:00 pm  
Business Etiquettes and 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 Discuss in detail the Etiquettes to be followed for formal and informal business meetings. 15

OR

Q-1 Attempt the following: 15

(A) Explain the term 'business etiquette' and discuss its importance in the modern corporate world.

(B) Write a note on telephone / cell phone etiquettes citing suitable illustrations.

Q-2 Explain at length the steps to be undertaken to prepare an effective Presentation. 15

OR

Q-2 Write notes on the following: 15

(A) How to plan for a Presentation

(B) Guidelines on Delivering a Presentation

Q-3 What do you mean by 'Public Relation'? Explain at length the four elements of Public Relation. 15

OR

Q-3 Write notes on the following: 15

(A) Crisis Communication and techniques to deal with crisis

(B) Formal Speeches and Panel Discussions as forms of oral communication used in Public Relation

Q-4 Define Organisational Communication and discuss the basics of Organisational Communication in detail. 15

OR

Q-4 Attempt the following: 15

(A) Discuss the importance of Interpersonal Communication in an Organisation.

(B) Write a note on: Communication Climate in an Organisation.

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