

[597A43] Seat No. \_\_\_\_\_

No. of pages: 1

**SARDAR PATEL UNIVERSITY**  
**BBA Examination (Semester V)**  
**Monday, 21<sup>st</sup> November**  
**2016.**  
**02:00 PM to 04:00 PM**

**UM05FBBA02 - BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I**

**Total Marks: 60**

- Q - 1 A** Write a detail note on the concept and importance of Business Etiquettes. **08**
- B** What are the etiquettes to be observed with suppliers and customers - external stakeholders? **07**
- OR**
- Q - 1 A** Write a detailed note on the Formal Business Meeting etiquettes. **08**
- B** Write a note on the etiquettes for telephone conversation. **07**
- Q - 2 A** Write in detail the importance and role of business presentation. **08**
- B** How business presentation can be planned? **07**
- OR**
- Q - 2** Discuss in detail how a presentation can be prepared and practiced. How presentation can be delivered effectively? **15**
- Q - 3 A** Define Public Relations. Briefly explain the four elements of Public Relations **08**
- B** Write a note on: Formal Speech as oral form of PR Communication **07**
- OR**
- Q - 3 A** Define Crisis Communication. Suggest briefly the techniques to deal with crisis. **08**
- B** Write a note on: Internet as Publicity Medium **07**
- Q - 4 A** What is Organizational Communication? What are the basics of Organizational Communication? **15**
- OR**
- Q - 4 A** Write a note on Communication Climate. **08**
- B** Write a detailed note on Interpersonal Communication. **07**