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Seat No.: _____

No. of Printed Pages : 1

Sardar Patel University

BBA (HM/TTM)

CBCS Examination -Semester V

Monday November 21, 2016

Time: 02:00 am to 04:00pm

UM05FBBH01/T01

Managerial Communication Skills- I

60 MARKS

- Q.1A. Explain in detail the stages of preparing presentation skills. 08
- B. Discuss the tips for overcoming from fear of presentation. 07
- OR
- Q.1 A Write a detail note on strategies for reducing stage fear. 08
- B Discuss the voice modulation in presentation during presenting it. 07
- Q2.A. Write detailed notes on Magazine, Radio and Internet as types of mass media in publicity. 15
- OR
- Q.2A. Give the meaning of publicity and discuss the importance of publicity. 08
- B. Give the definition of crisis communication and explain the five steps to better crisis communication. 07
- Q3.A. Draft an application and attach resume for the post of Front office in a Welcome hotel. 15
- OR
- Q3.A. Draft a cover letter with a resume for the post of Back office in a Taj Hotel. 15
- Q4A. Write detailed notes on: 15
1. Appraisal Interview
 2. Stress Interview
 3. Exit Interview
- OR
- Q4 A Explain physical preparation for interview. 07
- B. Discuss appearing in interview. 08