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SARDAR PATEL UNIVERSITY
BBA (ITM-HONOURS) (SEM - V) (CBCS) EXAMINATION [04 Years]

2016

MONDAY, 21st NOVEMBER

2:00 P.M. to 4:00 P.M.

UM05FBB102: BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I

NOTE: Figures to the right indicate full marks.

MARKS: 60

Q-1	Write notes on:	
[1]	Etiquettes for Meetings	[08]
[2]	Concept and Importance of Etiquettes in Business	[07]
	OR	
Q-1	Describe the importance of Etiquettes with Stakeholders.	[15]
Q-2	Attempt the following:	
[1]	Importance and Role of Business Presentation	[08]
[2]	Importance of Planning in Presentation	[07]
	OR	
Q-2	Elucidate the essential factors for delivering an excellent Presentation.	[15]
Q-3	Write notes on:	
[1]	Radio as Publicity medium	[08]
[2]	Television as Publicity medium	[07]
	OR	
Q-3	What is Public Relation? Explain four elements of Public Relation in detail.	[15]
Q-4	Attempt the following:	
[1]	Basics of Organizational Communication	[08]
[2]	Communication Climate in an Organization	[07]
	OR	
Q-4	Explain Interpersonal Communication in detail.	[15]

ALL THE BEST