

Seat No.: _____

[62&A44]

SARDAR PATEL UNIVERSITY

TY B.B.A. ISM Semester - V (CBCS) Examination

2016

Monday, 21st November

02.00 PM to 04.00 PM

Business Etiquettes and Presentation Skills - I (UM05FBBS02)

Total Marks : 60

NOTE: Figures to the right indicates marks.

Q.1 Describe in detail the concept and importance of Business Etiquettes. (15)

OR

Q.1 Explain a detailed note on etiquette with external stake holders - suppliers and customers. (15)

Q.2 Examine the importance and role of Business Presentation. (15)

OR

Q.2 Write a short note on:
1) Planning for Presentation
2) Delivering the Presentation (15)

Q.3 (a) Explain the four elements of PR. (08)

(b) Write a note on Newspaper & Internet. (07)

OR

Q.3 Elaborate the Concept of Crisis Communication. Explain the techniques to deal with crisis. (15)

Q.4 (a) Explain the Communication climate in an organization. (08)

(b) Write the difference between Intra-personal communication and interpersonal communication. (07)

OR

Q.4 Define the Organizational Communication. Examine the basics of Organizational Communication. (15)
