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SARDAR PATEL UNIVERSITY  
BBA (General) (Semester 5)  
2018

UM05FBBA02 – Business Etiquettes and Presentation Skills - I  
Thursday, 25<sup>th</sup> October 2018  
10.00 a.m. – 12.00 p.m.

Total Marks: 60

- Q-1 A Write a note on the concept and importance of Business Etiquettes. 08  
B Write a note on Telephone Etiquettes 07  
OR  
Q-1 A Discuss in detail formal business etiquettes. 08  
B What are the etiquettes to be followed with superiors at workplace? 07  
Q-2 A Write a detailed note on the role and importance of business presentations. Also state the stages of effective presentation. 15  
OR  
Q-2 A Discuss in detail how to prepare presentation. How presentation can be delivered more effectively? 15  
Q-3 A Define Public Relations. What are the four elements of Public Relations? 08  
B Write short notes on: 07  
1. Formal Speeches  
2. TV & Radio  
OR  
Q-3 A Write a note on Crisis Communication. What are the techniques to deal with a crisis? 08  
B Write notes on: 07  
1. Internet  
2. Panel Discussion  
Q-4 A What is Interpersonal communication? What are its functions in the organization? 08  
B Define Communication Climate with organizational relevance. 07  
OR  
Q-4 Explain in detail the Organizational Communication. Explain with diagram the basics of organizational communication. 15