

[13/A4]

SEAT No. _____

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

2018

THURSDAY, 25th OCTOBER

10:00 A.M. to 12:00 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 Telephone and Cell phone conversations. [08]
[2] Concept and Importance of Etiquettes in Business [07]
- OR**
- Q-1** Do you consider Etiquette as an essential factor in dealing with Stakeholders? Discuss it with suitable arguments. [15]
- Q-2 Attempt the following:**
- [1] Importance and Role of Business Presentation. [08]
[2] Importance of Planning in Presentation [07]
- OR**
- Q-2** Explain the essential factors for delivering an excellent Presentation. [15]
- Q-3 Write notes on:**
- [1] Newspaper 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]

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