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SARDAR PATEL UNIVERSITY
BBA (ITM) (SEM - V) (CBCS) EXAMINATION [03 YEARS]
2018
THURSDAY, 25th OCTOBER
10:00 A.M. to 12:00 P.M.

UM05FBB103: BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I

NOTE: Figures to the right indicate full marks.

MARKS: 60

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|------------|--|------|
| Q-1 | Write notes on: | |
| | [1] The role of etiquette in Business meetings. | [08] |
| | [2] Concept and Importance of Etiquettes in Business | [07] |
| | OR | |
| Q-1 | Explain etiquette as an essential factor in dealing with Stakeholders. | [15] |
| Q-2 | Attempt the following: | |
| | [1] Importance and Role of Business Presentation | [08] |
| | [2] Significance of Preparation and Rehearsal in Presentation | [07] |
| | OR | |
| Q-2 | Elucidate the essential factors for delivering an excellent Presentation. | [15] |
| Q-3 | Write notes on: | |
| | [1] Newspaper as Publicity medium | [08] |
| | [2] Internet 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] Definition and meaning of Organizational Communication | [08] |
| | [2] Communication Climate in an Organization | [07] |
| | OR | |
| Q-4 | Discuss Interpersonal Communication in detail. | [15] |

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