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SEAT NO. _____

SARDAR PATEL UNIVERSITY
T.Y. BBA (ISM), 5TH SEM (CBCS) EXAMINATION
Thursday, 25th, October, 2018
10:00 AM To 12:00 PM

UM05FBBS02: Business etiquettes and presentation skills -I

Note: Figures to the right indicate full marks.

Maximum Marks: 60

Q.1 Write a detailed note on etiquettes with external stake holders, suppliers and customers. [15]

OR

Q.1 Write a detailed note on the etiquettes for the successful meetings. [15]

Q.2 Explain in detail the steps to be undertaken to prepare an effective presentation. [15]

OR

Q.2 Write a note on how can we plan for an effective presentation? [08]
 Give guidelines on delivering presentation effectively. [07]

Q.3 Write notes on following

1 Panel discussions and round table conference as a form of oral communication used in public relations. [08]

2 Discuss what is crises communication and how can we deal with it? [07]

OR

Q.3 Explain in detail four elements of public relation. [15]

Q.4 Define organizational communication and explain the basics of organizational communication. [15]

OR

Q.4 Discuss the importance and benefits of interpersonal communication. [15]

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