

**Charutar Vidya Mandal's**  
**S. G. M. English Medium College of Commerce and Management**  
**Vallabh Vidhyanagar – 388120**

BBA ITM – Semester V Question Bank

**Subject:** Business Etiquettes & Presentation Skills - I

<b>Unit</b>	<b>Questions</b>
<b>1</b>	<ol style="list-style-type: none"><li>1. Business Etiquettes: Concept and Importance</li><li>2. Etiquettes for: Meetings • Telephone</li><li>3. Etiquettes for Cell phone conversations</li><li>4. Etiquettes at Workplace (Internal - superiors, peers and subordinates)</li><li>5. Etiquettes with Stakeholders (External - suppliers and customers)</li></ol>
<b>2</b>	<ol style="list-style-type: none"><li>1. Importance of Business Presentation</li><li>2. Role of Business Presentation</li><li>3. Planning for Presentation</li><li>4. Preparing and Practicing (Rehearsing) the Presentation</li><li>5. Delivering the Presentation</li></ol>
<b>3</b>	<ol style="list-style-type: none"><li>1. Public Relations: Definition, Four elements of PR</li><li>2. Forms of oral communication used in PR: Formal Speeches, Round –Table Conferences, Panel Discussions, Question – and – Answer Discussions.</li><li>3. Publicity Media: Newspaper, Radio, TV, Internet</li><li>4. Crisis Communication: Concept</li><li>5. Techniques to deal with crisis</li></ol>
<b>4</b>	<ol style="list-style-type: none"><li>1. Definition and meaning of Organizational communication</li><li>2. Basics of Organizational communication</li><li>3. Communication climate in an organization</li><li>4. Interpersonal communication</li></ol>