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Roll No. _____

ITS-3568

M.T.A. (Semester-IV) Examination, 2015

(Business Presentation Skills)

(MTA-403)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Questions **No. 1** is **compulsory**. Attempt **one** question from each Unit.

1. Answer the any **six** in the following: 6×5=30
 - (a) What is Horizontal Communication?
 - (b) Define e-mails. Discuss how it is fetching in our day-to-day life?
 - (c) What is employment interviews?
 - (d) Define discriminative listening and evaluative listening.
 - (e) Discuss Para Language.

P.T.O.

(2)

- (f) Write a short note on SWOT Analysis.
- (g) What are statutory and non-statutory reports?
- (h) What is a sales presentation discuss with suitable examples.

Unit-I

- 2. How can one make listening effective? Discuss the various barriers to effective learning. 10
- 3. Discuss the various prerequisites to be kept in mind while conducting an effective interview. 10

Unit-II

- 4. What is report writing? Discuss the various stages in report writing. 10
- 5. What is the Information Technology? Discuss the modern means of communication. 10

(3)

Unit-III

- 6. Give the characteristics of good speech. Discuss how to prepare and deliver cum effective speech. 10
- 7. Write short note : 5×2=10
 - (a) Body Language
 - (b) Self development

Unit-IV

- 8. How does the presentation helps in today's world? Discuss the various factors effecting the presentation, along with do's and don't' of an effective presentation. 10
- 9. Discuss the use of SWOT analysis by an individual as well as an organisation for an effective communication. 10