



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
BBA(TAH) Programme 4th Semester Examination, 2022

**LCC2-P2-BBA(TAH)**

**COMMUNICATION AND PRESENTATION**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any *four* questions from the following**

3×4 = 12

1. Write in brief about sales presentation. 3
2. What are the three parts of a presentation? 3
3. How can you make a speech Audience centered? 3
4. Explain the concept of fear. 3
5. Write three do's of interview body language. 3
6. What do you understand by the term "Speech"? 3

**GROUP-B**

**Answer any *four* questions from the following**

6×4 = 24

7. What is eye contact? Write about any three types of eye contact. 6
8. What is an Extempore or Impromptu speech? 6
9. What is Presentation? Explain any three elements of presentation. 6
10. Define any six public speaking fears. 6
11. What is Glossophobia? Write any three tips to overcome Glossophobia. 3+3 = 6
12. Write any six factors needed to give a good sales presentation. 6

**GROUP-C**

**Answer any *two* questions from the following**

12×2 = 24

13. Explain in detail the factors that affect a presentation. 12
14. Expand the term “Body Language”. 12
15. How to make an effective presentation? Explain any four types of presentation. 8+4=12
16. Explain in detail any six factors of Audience Analysis. 12

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