



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
BBA(TAH) Programme 4th Semester Examination, 2023

**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. What do you mean by Glossophobia? 3
2. Briefly describe the three parts of a presentation. 3
3. What is Audience analysis? 3
4. State the importance of eye contact. 3
5. What do you understand by Arousing presentation and Persuasive presentation? 3
6. Translate the following body languages: 3
  - (i) Nail biting
  - (ii) Head tilted to one side
  - (iii) Drumming or Tapping the fingers.

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. Define Sales Presentation. Explain three factors needed to make a good sales presentation. 3+3
8. Explain the steps required to make an effective presentation. 6
9. Describe three dos and three don'ts of interview body language. 3+3
10. Expand the term "Presentation". Describe any two elements of presentation. 4+2
11. Explain six public speaking fears. 6
12. What is Audience-centred speaking? How to give an audience-centred presentation? 2+4

**GROUP-C**

**Answer any two questions from the following**

12×2 = 24

13. What do you understand by an Extempore or Impromptu Speech? List down the factors that are evaluated in an Impromptu Speech. Write any three characteristics of a good speech. 5+4+3
14. What are the factors that affect an effective presentation? Explain in detail. 12
15. Explain Body Language. Describe the important dos and don'ts of a perfect body language. 6+6
16. What is Fear? Why people are scared of Public speaking? Describe any six ways required for overcoming Glossophobia. 3+3+6

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