



UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 4th Semester Examination, 2021

LCC2-BBA (TAH)
COMMUNICATION AND PRESENTATION

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any *three* of the following questions

20×3 = 60

1. Describe the term “Speech”. Define any five characteristics of a good speech? Write any two steps required for the preparation of a speech. Explain Extempore or Impromptu Speech. 3+5+2+10
2. What do you understand by the term “Presentation”? What are the two types of a presentation? Explain the four elements of presentation. Describe in detail any one factor that affects presentation. 4+4+8+4
3. Describe Audience analysis. Explain any five factors related to Audience Analysis. How can you make a speech Audience centered? Write a brief note on Sales Presentation. 2+10+6+2
4. What is Glossophobia? Write any five public speaking fears. Explain any five tips for overcoming glossophobia. Write a short note on the importance of “eye contact” in communication. 5+5+5+5

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