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SARDAR PATEL UNIVERSITY
BBA (ITM) 03 Years (Semester-VI) (CBCS) EXAMINATION
2018
26 March, Monday
10:00 am to 12:00 pm
UM06FBBI04- Business Etiquettes and Presentation Skills-II

NOTE: Figures to the right indicate full marks to the question concerned.

Marks: 60

Q-1 How are visual aids helpful in making a Presentation? What are the various types of visual aids and how can they be used to make a Presentation effective? Support your answer with suitable examples wherever needed. 15

OR

Q-1 Write notes on:
1. Coping with Presentation Fears 08
2. Non-Verbal aspects of Presentation 07

Q-2 What is the need and importance of Intercultural Business Communication Skills? Explain the factors of cross cultural relationship with appropriate illustrations. 15

OR

Q-2 Write notes on:
1. Patterns of Cultural Differences 08
2. Developing Intercultural Awareness 07

Q-3 'The way you write has a huge influence over your success or failure in business.' Justify this statement in the light of 'Etiquettes in Written Communication'? Support your answer with relevant examples. 15

OR

Q-3 Write notes on:
1. Factors of success in an Interview 08
2. Types of Interview questions 07

Q-4 Explain the strategies of Negotiation in the initial phase and during the process of Negotiation. 15

OR

Q-4 Write notes on:
1. Concept and Importance of Negotiation 08
2. Stages in the Negotiation Process 07

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