

SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

[8]

SARDAR PATEL UNIVERSITY  
BBA (ISM) VI Semester Examination

Monday, 26<sup>th</sup> March, 2018

Business Etiquettes & Presentation Skills II-UM06FBBS02

10:00 am to 12:00 noon

Marks: 60

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- Que. 1 Write a detailed note on the use of Audio Visual Aids for an effective Presentation. (15)
- Or
- Que. 1 a). Write a note on Coping with Presentation fears. (08)
- b). Non Verbal Aspects of Presentation (07)
- Que. 2 Discuss in detail various factors responsible for Cross Cultural Relationship and Communication. (15)
- Or
- Que. 2 a). Write a note on Patterns of Cultural differences. (08)
- b). Briefly explain how to develop Intercultural Awareness (07)
- Que. 3 Examine in detail the Etiquettes in Written Communication. (15)
- Or
- Que. 3 Write notes on the following: (15)
- a). Factors of Success in Interview
- b). Non Verbal Aspects of Interview
- Que. 4 Discuss in detail Different Stages in Negotiation Process. (15)
- Or
- Que. 4 Write a detailed note on Strategies of Negotiation (15)