

[7/A-2] SEAT No. \_\_\_\_\_

No. of Printed Pages : 2

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**SARDAR PATEL UNIVERSITY**  
**BBA(Gen) (Sem VI) EXAMINATION**  
**Monday, 25 March 2019**  
**Time: 10.00 am to 12.00 noon**  
**Business Etiquettes & Presentation Skills - II**  
**UM06FBBA01**

- Note: 1. Figures to the right indicate full marks to the questions concerned.**  
**2. Your answers must be precise.**  
**3. Maximum Marks: 60**

**Q-1** Mention some commonly used audio-visual aids that can be used during a Presentation. How can they enhance the effectiveness of a Presentation? **(15)**

**OR**

**Q-1** Attempt the following questions:  
**(A)** Comment on the non-verbal aspects of Presentation. Give suitable illustrations to prove your point. **(08)**  
**(B)** How would you cope with stage fright and presentation fears when making a Presentation? **(07)**

**Q-2** Explain the need and importance of Intercultural Business Communication with the help of suitable illustrations. **(15)**

**OR**

**Q-2** Write notes on the following:  
**(A)** Fundamental Patterns of Cultural Differences **(08)**  
**(B)** Developing Intercultural Awareness **(07)**

(1)

(P.T.O.)

...2

**Q-3** As an interviewee, how would you prepare yourself for an interview **(15)**  
to be able to convert the interview opportunity into a job offer?

**OR**

**Q-3** Write notes on the following:

**(A)** Factors that contribute towards success in an Interview **(08)**

**(B)** Etiquette in business correspondence **(07)**

**Q-4** Discuss at length the strategies of Negotiation in the **(i) Initial Stage (15)**  
and **(ii) During the Negotiation.**

**OR**

**Q-4** Attempt the following:

**(A)** Define Negotiation and explain its importance in business. **(08)**

**(B)** Briefly discuss the stages in the Negotiation process. **(07)**

\*\*\*\*\*X\*\*\*\*\*

(2)