

13/A-3

[ ] SEAT No. \_\_\_\_\_

No. of Printed pages: 01

SARDAR PATEL UNIVERSITY  
BBA - ITM EXAMINATION – Semester - VI  
2019

Monday, 25<sup>th</sup> March  
10:00 a. m to 12: 00 p m

UM06FBBI01 – Business Etiquettes and Presentation Skills - II

Total Marks: 60

- Q – 1 A Discuss in detail how electronic audio visual media can be used for effective presentation. 15
- OR
- Q – 1 A Write a note on coping with presentation fear and non-verbal aspects of presentation. 15
- Q – 2 A Explain the need and importance of intercultural business communication 08
- B What are the fundamental patterns of cultural differences? 07
- OR
- Q – 2 A Discuss how intercultural awareness can be developed? 08
- B Write a note on the factors of cross cultural relationships. 07
- Q – 3 A Discuss in detail the etiquettes of written communication. 08
- B Write a detailed note on types of interview questions. 07
- OR
- Q – 3 A Explain interview etiquettes. How one can prepare for job interviews? 15
- Q – 4 What are the different stages in the Negotiation Process? 15
- OR
- Q – 4 Discuss in detail the importance and strategies of Negotiation. 15

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