

(13 & A-7) Seat No.: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

T.Y. B.B.A (ISM) –VI SEM EXAMINATION

27TH March 2017, Monday

10.00 am to 12.00 am

Business Etiquettes and Presentation Skill - II (UM06FBBS02)

Total Marks: 60

Note: Figures to the right indicates full marks:

- Q.1 (A) Explain in detail about Audio-Visual Aids for Presentation Skill with example. (15)
OR
Q.1 (A) Write a note on how to overcome a Presentation fear. (07)
(B) Write a note on Non-Verbal aspect of Communication for Presentation. (08)
- Q.2 (A) Discuss the need and importance of Intercultural Business Communication. (07)
(B) Explain how to develop intercultural awareness. (08)
OR
Q.2 (A) Write the pattern of Cultural Difference. (07)
(B) What are factors of Cross Cultural Relationship explain in detail. (08)
- Q.3 (A) Write in detail about how to prepare for interview (07)
(B) Write different questions for success in interview. (08)
OR
Q.3 (A) Explain in detail about the point for during interview process. (07)
(B) Discuss in detail about the process of after interview. (08)
- Q.4 Explain the strategies of Negotiation: Initial and During. (15)
OR
Q.4 (A) Write in detail the concept and importance of Negotiation. (07)
(B) What are the stages in Negotiation Process? (08)

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