

(15) Seat No _____

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SARDAR PATEL UNIVERSITY
BBA (ITM-HONOURS) (SEM-VI) (CBCS) EXAMINATION -
Four Years

27 March, Monday
10:00 am to 12:00 pm

UM06FBBI01- Business Etiquettes and Presentation Skills-II

NOTE: Figures to the right indicate full marks

Marks: 60

- | | | |
|-----------|---|----|
| Q-1 | What types of visual aids one can use for presentations? Explain in detail with suitable examples. | 15 |
| OR | | |
| Q-1 | Write notes on: | |
| | 1. Coping with Presentation Fears | 08 |
| | 2. Non-Verbal aspects of Presentation | 07 |
| Q-2 | Explain the Need and importance of Intercultural Business Communication. Briefly discuss the patterns of cultural differences with appropriate illustrations. | 15 |
| OR | | |
| Q-2 | Write notes on: | |
| | 1. Factors of Cross Cultural Relationship | 08 |
| | 2. Developing Intercultural Awareness | 07 |
| Q-3 | What preparation should a candidate make before appearing for an interview? What are the factors of success in an interview? | 15 |
| OR | | |
| Q-3 | Write notes on: | |
| | 1. Types of Interview questions | 08 |
| | 2. Etiquette in Internal Memoranda | 07 |
| Q-4 | What are the strategies of the negotiation process? Support your arguments with suitable examples. | 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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