

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

52

**No. of Printed Pages : 1**

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**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) 03 Years (Semester-VI) (CBCS) EXAMINATION**  
**2018**  
**26 March, Monday**  
**10:00 am to 12:00 pm**  
**UM06FBBI04- Business Etiquettes and Presentation Skills-II**

**NOTE: Figures to the right indicate full marks to the question concerned.**

**Marks: 60**

- Q-1** How are visual aids helpful in making a Presentation? What are the various types of visual aids and how can they be used to make a Presentation effective? Support your answer with suitable examples wherever needed. **15**

**OR**

- Q-1** Write notes on:  
1. Coping with Presentation Fears **08**  
2. Non-Verbal aspects of Presentation **07**

- Q-2** What is the need and importance of Intercultural Business Communication Skills? Explain the factors of cross cultural relationship with appropriate illustrations. **15**

**OR**

- Q-2** Write notes on:  
1. Patterns of Cultural Differences **08**  
2. Developing Intercultural Awareness **07**

- Q-3** 'The way you write has a huge influence over your success or failure in business.' Justify this statement in the light of 'Etiquettes in Written Communication'? Support your answer with relevant examples. **15**

**OR**

- Q-3** Write notes on:  
1. Factors of success in an Interview **08**  
2. Types of Interview questions **07**

- Q-4** Explain the strategies of Negotiation in the initial phase and during the process of Negotiation. **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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