

The Importance of Body Language in Sales

ASSESSMENT # 13

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. How should one dress appropriately for each business occasion?
- II. Describe the pacing techniques.
- III. Write a brief note on “Neuro Linguistic Programming (NLP)”.
- IV. Define ‘rapport’.
- V. Why is body language an important element of communication skills?

Q: 2: Discuss the factors that determine the message communicated by a professional handshake. (7)

Q: 3: Make a comparison between good and poor posture. Also describe the various ways of improving the posture. (8)