

15. Incorrect. The answer is true not false. Coyne (2001) indicates numerous aspects of business protocol such as personal space, greetings, expectations about punctuality, necessity for making appointments, pace of business, value of personal contacts, delivery performance, business cards, when business discussions can take place, forms of greeting, use of titles, eye contact, gift expectations, and appropriate business dress. Being well versed in these protocols will only serve to benefit you whether you are the buyer or seller of a product or service.