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**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2012**

**BFW-024 : PERSONALITY DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions. All questions carry equal marks.*

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1. Define 'Communication'. Elaborate the process of communication with the help of a chart. **2+8=10**
2. Define 'Aggressive and Assertive' Communication. Distinguish between two with suitable examples. **4+6=10**
3. What is an 'Interview' ? Discuss different types of Interviews. **3+7=10**
4. What is USP ? Elaborate the same with the help of examples. **2+8=10**
5. What is 6 split personality ? Discuss briefly the traits of Multifaceted Personality. **3+7=10**

6. Discuss the importance of positive attitude in our lives. 10
7. Discuss the characteristics and role of a good counsellor. 10
8. What do you understand by 'Motivation' ? Discuss its importance in our lives. 3+7=10
9. What is 90/10 principle ? Discuss it with the help of an example. Mention its importance. 3+5+2=10
10. Define 'Group Discussion' (GD). Discuss the pros and cons of GD in detail. 2+8=10
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