

00413

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-027 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry 10 marks each.

1. What are the important factors involved in communication ? 10
2. How do you judge a person's character ? Give suitable examples. 10
3. What do you understand by " Kinesis" or " Body Language" ? 10
4. What are the personality traits of a leader ? 10
5. What are the preliminary steps to be taken in planning a power point presentation ? 10

6. " Eye is the most expressive part of the body" - 10
Discuss in the context of Inter - Personal
Communication (IPC).
 7. What is the purpose of communication ? Explain 10
the skills involved in the process.
 8. Why is the topic " Personality development" so 10
relevant in today's world ?
 9. Clarity, Crispness and Modulation of speech are 10
techniques for a good orator. Elucidate this
statement.
 10. What are the factors that play prime role in 10
making a first impression ?
-