

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

Term-End Examination

December, 2013

BFW-027 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you mean by "Body Language" ? 10
Explain different types of body language with its application.
2. What are the aspects that an interviewee would 10
consider regarding communication and attire ?
3. What are the role of values and ethics in a person's 10
character and discuss its benefits.
4. What are the barriers of communication ? How 10
these can be removed ?
5. What are the personality traits of a leader ? Give 10
two names of leaders and their specific personality traits.

6. "Eye is the most expressive part of the body" - Discuss in the content of Inter-Personal Communication (IPC). 10
 7. Why is the topic "Personality Development" so relevant in today's world ? Discuss with some suitable examples. 10
 8. What are the factors that play prime role in making a first impression ? Discuss with some suitable examples. 10
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