

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

**Term-End Examination**

00030

**December, 2014**

**BFW-024 : PERSONALITY DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Discuss the personality attributes and skills required for retail industry. 14
2. How will you create a business presentation ? Discuss some ways to reduce stage fright. 14
3. Why do most of the colleges and corporates conduct 'Group Discussion' ? Elaborate it with the help of relevant examples. 14
4. What is a 'Cover Letter' ? Discuss the principles of writing an effective cover letter. 14
5. What do you understand by 'First Impression' ? How can you create a good 'First Impression' ? Provide suitable examples. 14

6. Discuss the various aspects of 'E-mail Etiquettes'. Give suitable examples. 14

7. Read the following situation and answer the questions given below : 14

You work in the HR department of a retail store that is going to move to a new location.

The General Manager calls you in one afternoon and says :

"Look, there are lots of rumours going around about the new store. People are saying there is no bus service, the canteen won't be big enough, there won't be any air-conditioning, all sorts of things.

Perhaps you could call and fix a meeting and talk to them ?"

**Questions :**

- (a) What is the purpose of presentation in the above situation ?
- (b) Make an outline for the presentation.
- (c) What kind of visual aids can help you in making this presentation more effective ?

