

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-024 : PERSONALITY DEVELOPMENT***Time : 3 hours**Maximum Marks : 70*

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

1. Discuss various aspects of 'Social Etiquettes'.  
Give relevant examples. 10
2. What is meant by 'Space' in communication ?  
Discuss its role and importance. 10
3. What do you understand by 'Presentation Skills' ? Discuss their need and importance. 10
4. Explain 'First Impression'. Write its importance  
in day-to-day life. 10
5. What is a 'Cover Letter' ? Discuss the principles  
of writing an effective cover letter. 10

6. Why do most of the colleges and corporates conduct 'Group Discussions' ? Elaborate it with suitable examples. 10
  7. What is 'USP' ? Describe USP with suitable examples. 10
  8. Discuss the importance of positive attitude in our life. 10
  9. Define 'Aggressive and Assertive' communication. Distinguish between the two with suitable examples. 10
  10. What are the moral qualities that strengthen your character ? Give justification to support your answer. 10
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