

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-027 : PERSONALITY DEVELOPMENT***Time : 3 hours**Maximum Marks : 70*

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

1. What do you understand by 'First Impression' ?
How can you create a good 'First Impression' ? 10
2. Discuss the personality attributes and skills
desired by the industry. 10
3. Define 'Group Discussion'. What are the
important 'do's' and 'don'ts' you need to keep in
mind during a group discussion ? 10
4. What points should you keep in mind while
writing effective e-mails ? 10
5. Write a letter to the HR manager of a company
requesting for a summer internship in his
organisation. 10

6. Which parameters are generally evaluated during an interview ? How will you prepare yourself for a job interview ? 10
7. Write short notes on the following : 10
- (a) Goal Setting
 - (b) Teamwork
8. Name your favourite leaders and their skills/strengths. What skills would you like to learn from them ? 10
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