

00266 B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)

Term-End Examination

June, 2013

BFW-024 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven of the following questions. All questions carry equal marks.

1. What is selling ? Who all are sellers ? Elaborate. 10
2. What do you mean by Presentation Skills ? 10
3. What are all the qualities required to improve your Personality ? 10
4. Define 'communication' ? Discuss different types of communication and its importance in detail. 10
5. Why 'selling' is bigger challenge in the present context ? Explain with suitable examples. 10
6. What are the key tips required to make a long lasting impression of your personality ? 10

7. Define 'Group Discussion'. Discuss the salient features of 'Group discussion' in detail. 10
 8. What are the moral qualities that strengthen your character ? 10
 9. If you have to erase an event from you mind, which one would you choose and why ? 10
 10. According to your views, what makes you special, unique and talented. 10
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