

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

**Term-End Examination**

**June, 2016**

00476

**BFW-024 : PERSONALITY DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Define 'communication'. Elaborate the process of communication with the help of a neat diagram. 10
2. What is an 'interview' ? Discuss different types of interviews. 10
3. What is split personality ? Describe briefly the traits of multi-faceted personality. 10
4. Discuss the characteristics and role of a good counsellor. 10
5. How does behaviour and attitude work in making a powerful impact on the individual's personality ? 10

6. What are the specific requirements for the development of personality? 10
  7. Differentiate with suitable examples between passive personality and aggressive personality. 10
  8. What are the essential qualities required in a person to be successful in an interview? 10
  9. How will you create a business presentation? Discuss some ways to reduce stage fright. 10
  10. Discuss with suitable examples various aspects of 'e-mail etiquettes'. 10
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