

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

Term-End Examination

00227

June, 2017

BFW-024 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **five** questions. Each question carries
14 marks.

1. What are the personality attributes of a leader ?
Name your favourite leaders. Discuss their
skills/strengths. 14

2. What is Pareto principle ? How can we make use
of it ? Suggest some ways and means to manage
time effectively. 14

3. What are the expectations of Industry from a
fresh entrant ? Explain with examples. 14

4. Write short notes on any **two** of the following : 7+7
 - (a) Importance of Reading
 - (b) Significance of Teamwork
 - (c) Audience Analysis

5. What skills are generally evaluated by colleges and corporates during 'Group Discussions' ? Elaborate with the help of examples. 14
6. Write short notes on any *two* of the following : 7+7
- (a) Self-Esteem
 - (b) Importance of Public Speaking
 - (c) Importance of Role Models
7. What is active listening ? What are the traits of a good listener ? How can one become a good listener ? 14
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