

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

Term-End Examination

June, 2017

00274

BFW-027 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. "Eye is the most expressive part of the body."
Discuss in the context of Interpersonal communication (IPC). 10

2. What should be the objective of negotiations ?
Which personality traits make one a successful negotiator ? 10

3. What is e-learning ? What are the benefits of e-learning for personality development ? Does it have any disadvantages ? 10

4. Why is written communication better than oral communication ? Discuss in detail with suitable examples. 10

5. Should a resumé be written from the candidate's perspective or the employer's perspective ? Give reasons for your answer. Which personality traits should be given prominence in a resumé when applying for a marketing job ? 10

 6. What skills are judged in a group discussion ? As a participant, how do you break a deadlock in a group discussion ? 10

 7. "Clarity, crispness and modulation of speech are techniques for a good orator." Elucidate this statement with suitable examples. 10

 8. What are the factors that play a prime role in making a "first impression" ? 10
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