

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

Term-End Examination

00239

December, 2014

BFW-027 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is Group Discussion (GD) ? What is the importance of GD in a recruitment process ? Write in detail its strategies with the help of suitable examples. 10
2. What preparations will you make before appearing for a personal interview ? 10
3. Discuss the essential skills that are required for a good communicator. 10
4. What are the good traits and bad traits in an individual ? Suggest methods to increase the good traits to overcome the bad ones. 10
5. What is the importance of values and ethics in a person's character ? 10

6. How can the eloquence of language be attained ?
Give suitable examples. 10
 7. How do you judge a person's character ? Give
suitable examples. 10
 8. "Eye is the most expressive part of the
body." – Discuss in the context of Inter-Personal
Communication (IPC). 10
 9. Why is "Personality Development" so relevant in
today's world ? 10
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