

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

**Term-End Examination**

**00393 December, 2016**

**BFW-024 : PERSONALITY DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Define “aggressive and assertive” communication. Distinguish between the two with the help of suitable examples. 10
2. What is ‘USP’ ? Elaborate the same with the help of suitable examples. 10
3. Discuss the importance of positive attitude in our lives. 10
4. What do you understand by “Motivation” ? How does it help to increase the productivity of an organisation ? 10
5. What are the key skills required to make an impressive presentation ? 10
6. “What lies behind you and what lies after you is always less than what lies inside you” – Elaborate the above statement with suitable examples. 10

7. Discuss the personality attributes and skills required for the retail industry. 10
8. Why do most of the colleges and corporates conduct "Group Discussion" ? Elaborate it with the help of relevant examples. 10
9. What are the important qualities that make a person unique ? Discuss in detail with suitable examples. 10
10. Read the following situation (case-study) and answer the questions given below :

You work in the HR department of a retail store that is going to move to a new location. The general manager calls you one afternoon and says, "Look, there are lots of rumours going around about the new store. People are saying there is no bus service, the canteen won't be big enough, there won't be any air-conditioning,' all sorts of things."

Perhaps you could call and fix a meeting to explain the correct picture of the new store.

**Questions :**

- (a) What is the purpose of presentation in the above situation ?
- (b) Make an outline for your presentation.
- (c) What kind of visual aids can help you in making this presentation more effective ? 10