

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

Term-End Examination

December, 2016

00473

BFW-027 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. How do you judge a person's character ? Give suitable examples for justifying your answer. 10
2. What personality traits are most effective for a leader who has inherited a loss-making company and needs to achieve a turnaround ? 10
3. Why are soft skills so much in demand ? Give reasons. 10
4. What is the difference between intonation and stress ? Justify your answer with the help of suitable examples. 10

5. What is the main difference between a CV and a Resumé ? Prepare your personal CV for applying for a post in a multinational company. 10
 6. Should one adopt an aggressive style and talk more to be recognized as a leader ? Or can leaders have their own distinctive styles ? Elaborate. 10
 7. How can body language play an important role during an interview ? 10
 8. What do you mean by "Personality" ? Discuss positive and negative "Personality". Give suitable examples in support of your answer. 10
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