

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

Term-End Examination

00421

December, 2017

BFW-024 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is the importance of body language ?
Discuss the significance of correct postures and
hand movements. 14

2. Who is your role model ? What do you like about
him/her ? What is your action plan to learn
positive habits from him/her ? 14

3. Write the opening paragraph (250 words each) of
the following : 7+7
 - (a) A speech on the occasion of a store opening
 - (b) A speech to congratulate staff members on
achieving sales targets

4. What do you understand by Time Management ?
Suggest some ways to manage allotted time effectively. 14
5. What is the importance of visual aids in a presentation ? Discuss various types of visual aids used in a presentation. Explain with the help of suitable examples. 14
6. Write short notes on any **two** of the following : 7+7
- (a) Positive Attitude
 - (b) Learning a Language
 - (c) Communication Skills
7. Discuss the importance of group discussions.
How can one participate successfully in group discussions ? 14
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