

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

Term-End Examination

December, 2017

00051

BFW-027 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you mean by Body Language ? Explain different types of body language with their applications. 10
2. What are the roles of values and ethics in a person's character ? Discuss their benefits. 10
3. What are the personality traits of a leader ? Give the names of two leaders and their specific personality traits. 10
4. Why is the topic Personality Development so relevant in today's world ? Discuss with some suitable examples. 10

5. 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
 6. Discuss the essential skills that are required for a good communicator. 10
 7. What is Role Playing ? How helpful is it as a tool for improving communication skills ? 10
 8. What is an Interview ? What preparations are required by an expert to take an interview effectively ? 10
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