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**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2012

BFW-024 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you mean by 'Personality' ? Discuss positive and negative 'Personality'. Giving examples. 2+8=10

2. Discuss various aspects of 'Social Etiquettes'. Give suitable examples. 7+3=10

3. Corelate the personality attributes with leadership qualities. 10

4. What is meant by 'space' in communication ? Discuss it's role and importance. 3+7=10

5. What is 90/10 principle ? Elaborate it with the help of examples. Mention its importance. **3+5+2=10**

 6. What do you understand by 'Presentation Skills' ? Discuss it's need and importance. **3+7=10**

 7. What are the ways and means to motivate your subordinates ? **5+5=10**

 8. What do you understand by 'First Impression' ? Discuss its importance in day to day life. **3+7=10**

 9. Why do most of the colleges and corporates conduct 'Group Discussion' ? Elaborate it with the help of examples. **4+6=10**

 10. What is a 'Cover Letter' ? Discuss the principles of writing an effective cover letter. **2+8=10**
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