

00526

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

**Term-End Examination**

**June, 2013**

**BFW-027 : 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. Discuss the essential skills that are required by a good communicator. 10
2. What are the strategies that you would adopt to introduce a new design of footwear in the market ? 10
3. What are the aspects that an interviewee would consider regarding communication and attire ? 10
4. What are the role of values and ethics in a person's character ? 10
5. What are the good traits and bad traits within an individual ? Suggest methods to boost the good traits to overcome the bad ones. 10

6. What is communication and why is it considered important ? 10
  7. "Intonation and stress" can bring a lot of change in communication ? Illustrate with examples . 10
  8. What are gestures ? How are they helpful in communication ? 10
  9. How eloquence of language, can be attained ? Give suitable examples. 10
  10. "Failure is a stepping stone towards success"- Discuss. 10
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