

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

Term-End Examination

00194

June, 2014

BFW-024 : PERSONALITY DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by "Presentation Skills" ? Discuss its need and importance. 14
2. How should one behave during a group discussion ? Illustrate your answer. 14
3. What is empathy ? Elaborate it with the help of suitable examples. Mention its importance. 14
4. Describe the expectations of industry from a fresher in terms of skills and abilities. 14
5. What are the important parts of 'Curriculum Vitae' (CV) ? Discuss the principles of writing an effective CV. 14

6. What is the significance of understanding body language ? Elaborate your answer. 14
7. You are organising the annual conference for your company. The conference will take place at Hotel Intercontinental on 27 July, 2014. You need somebody as guest speaker and you need to book the hotel conference room.
- (a) Write a letter to Ms. Rashmi Bansal to be the guest speaker. Say why you think she would be suitable and enquire about her availability.
- (b) You are considering Hotel Intercontinental as a place to hold your annual conference. Write them an e-mail requesting a quotation. Also ask what kind of conference facilities they are equipped with. 14