

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

**Term-End Examination**

**June, 2015**

**00020**

**BFW-024 : PERSONALITY DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. What do you mean by Personality ? Discuss positive and negative 'Personality' with suitable examples. 10
2. Correlate the personality attributes with leadership qualities. 10
3. What is 90/10 principle ? Elaborate it with appropriate examples. Mention its importance. 10
4. What are the ways and means to motivate your subordinates ? 10
5. Define 'Communication'. Elaborate the process of communication with the help of a chart. 10

6. What is an 'Interview' ? Discuss the different types of Interviews. 10
  7. Discuss the characteristics and role of a good counsellor. 10
  8. What are the key skills required to make an impressive presentation ? Explain. 10
  9. "What lies behind you and what lies after you is always less than what lies inside you." Elaborate it. 10
  10. Why is 'selling' a bigger challenge in the present context ? Explain with suitable examples. 10
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