

Roll No.

Total No. of Questions : 5]
(2103)

[Total No. of Printed Pages : 7

**BBA (CBCS) RUSA IIIrd Semester
Examination**

3545

**PERSONALITY DEVELOPMENT AND
COMMUNICATION SKILLS**

(Skill Enhancement)

Paper : BBA-305

Time : 3 Hours]

[Maximum Marks : 50

Note :- Attempt all questions from each Part. Q. No. 1 is compulsory.

Part-A

(Compulsory Question)

1×10=10

1. (A) Multiple Choice Questions (Attempt each subpart of this question) :

- (i) Which of the following is not a characteristic of people having high self-confidence ?

C-690

(1)

Turn Over

- (a) Goal oriented
 - (b) Focus of strength
 - (c) Fearful of change
 - (d) Ambitious
- (ii) Which of the following is not correct about communication ?
- (a) Less expensive
 - (b) Suitable for lengthy message
 - (c) Immediate feedback
 - (d) More formal
- (iii) Sales letter is an example of :
- (a) Request letter
 - (b) Collection letter
 - (c) Persuasive
 - (d) None of these

(iv) Memos are used to :

- (a) Invite suggestion
- (b) Give information
- (c) Convey routine messages
- ~~(d)~~ All of these .

(v) The key feature of a good resume is :

- (a) Neatness
- (b) Honesty
- (c) Accuracy
- ~~(d)~~ All of these

(vi) The collection of beliefs from the given alternatives :

- (a) Self-concept
- (b) Perception
- ~~(c)~~ Expectation
- (d) None of these

(vii) The method by which a message is expressed is called :

- (a) Idea
- (b) Communication
- (c) Encoding
- (d) Decoding

(viii) A leader should be :

- (a) Visionary
- (b) Confident
- (c) Flexible
- (d) All of these

(ix) Which among the following is not a quality for a leader ?

- (a) Charming personality
- (b) Ability to take decision
- (c) Communication skill
- (d) Lazy attitude

(x) Which of the following is not a component of emotional intelligence ?

- (a) Self-awareness
- (b) Social awareness
- (c) Social skill
- ~~(d)~~ Attitude

(B) Short Answer Type Questions (Attempt any four) :

~~(i)~~ Define Goal Setting.

~~(ii)~~ Explain Time Management.

~~(iii)~~ Define Report Writing.

~~(iv)~~ What do you mean by Corporate Grooming ?

~~(v)~~ Define Personality Development.

~~(vi)~~ Define Emotional Quotient.

2×4=8

Part-B

8 each

2. Define Self-confidence. What are the various strategies for developing self-confidence ?

Or

What is meant by Time Management ? Discuss its importance and techniques.

Part-C

8 each

3. What is Written Communication ? Explain its advantages and disadvantages. Distinguish between Oral Communication and Written Communication.

Or

Define Memorandum. What is the format of a memorandum ? Explain important types of memorandum with the help of proper illustrations.

Part-D

8 each

4. Explain the meaning, characteristics and functions of Interpersonal Communication.

C-690

(6)

Or

Define Leadership. Mention the essential qualities for leadership. What are the main leadership functions ?

Part-E

8 each

5. Define Etiquettes. Describe need and different forms of etiquettes.

Or

Define Interview. Discuss in brief its process.