Reg. No. : ....

Name : ....

III Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/ Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)
GENERAL AWARENESS COURSE
3A12BBA/BBA (RTM) : Personality Development and Communication Skills

Time : 3 Hours

Max. Marks : 40

PART – A
(Very Short Answer)

Answer **all** questions. **Each** question carries **one** mark.

1. Define Personality.

2. State the meaning of written communication. Write any two forms of written communication.

3. What do you mean by Social etiquettes ?

4. Write a note on Interview.

5. What is Boss Management ?

6. What do you mean by Work Life Balance ?

(6×1=6)

PART – B
(Short Answer)

Answer **any 6** questions. **Each** question carries **2** marks.

7. List the importance of time management.

8. Briefly state the skills needed for a successful leader.

9. Mention any four kinds of interview.

10. State the importance of boss management.

11. What are the objectives of communication ?

12. Define Self-actualization.

13. List two distinction between Yoga and Meditation.

14. Need for work life balance. (6×2=12)

PART – C
(Essay)

Answer **any 4** questions. **Each** question carries 3 marks.

15. Discuss the general principles of effective communication.

16. State the characteristics of Group Discussion.

17. Write a note on the objectives of a selection interview.

18. With reference to an advertisement in "The Industrial Times". Write a letter to Calcutta Aluminum Co. Ltd., enquiring the prices, terms of sale etc.

19. Write a note on how Yoga help us to improve our confidence.

20. Give a detailed SWOT analysis of yourself for personal development. (4×3=12)

PART – D
(Long Essay)

Answer **any 2** questions. **Each** question carries **5** marks.

21. Give an outline on different media of communication. Discuss the merits and limitations.

22. Explain how time management helps in the overall personality of human being.

23. Discuss the relative importance of etiquettes in our personal life.

24. State the preparations before, during and after interview. (2×5=10)

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