



K20U 1922

Reg. No. :

Name :

**III Semester B.B.A./B.B.A. (R.T.M.) Degree CBCSS (OBE) – Regular
Examination, November 2020
(2019 Admission Only)
GENERAL AWARENESS COURSE
3A12 BBA/BBA (RTM) : Personality Development and Communication
Skills**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Very Short Answer

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

1. What is meant by 'Mnemonics' ?
2. What is the relevance of Eye-Contact in a group communication ?
3. State any two examples for Dining Etiquette.
4. What must be the traits for an Entrepreneur ?
5. Introduce the concept, "Emotional Intelligence".
6. What is 'Customer Loyalty' ? (6×1=6)

SECTION – B

Short Answer

Answer **any six** questions. **Each** question carries **two** marks :

7. What are SMART Goals ?
8. Mention the key differences between 'Minutes' and 'Agenda' for a Meeting. P.T.O.



Pick out some impressive phrases you use while attending phone calls, as etiquette.

Identify the relationship between creativity and change management in recent times.

Enlist the behavioural symptoms of stress.

Which traits differentiate a Leader and a Boss ?

Name the pillars for an Individual's Character formation.

What are the outcomes of 'Mindfulness' practice in Stress Management ?

(6x2=12)

SECTION – C

Essay

Answer **any four** questions. **Each** question carries **three** marks :

1. Cite out the different factors shaping an individual's overall personality.
2. Explain with examples the importance of body language in corporate communication.
3. Write a letter of recommendation for your colleague, who wants to join as a sales manager in a reputed company.
4. Enumerate the points to be remembered while participating in a group discussion.
5. What is Spiritual Intelligence ? Why is it important at workplace ?
6. "A leader is not born, he is made". How do you think this phrase fits in the present context creating opportunities for start-up entrepreneurs in India ?

(4x3=12)



SECTION – D

Long Essay

Answer **any two** questions. **Each** question carries **five** marks :

21. Give a detailed SWOC analysis on yourself for personal development. Also, discuss on areas you would like to improve.
 22. Assume that you are an employee in an XYZ company. You have an innovative idea to improve efficiency during COVID times by cutting costs. Write an E-Mail to your immediate supervisor regarding the idea. Also, identify the common errors committed during E-Mail communication.
 23. "First Impression is the best impression". How relevant is this phrase prior to the DOs and DONTs for a candidate while attending an interview ?
 24. As an HR Manager, you identify that your subordinates are overly-stressed and hence, you would like to conduct some relaxation exercises for reducing stress and maintain work-life balance. Discuss these techniques. **(2x5=10)**
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