



K21U 1923

Reg. No. : .....

Name : .....

**III Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE) Reg./Sup./Imp.  
Examination, November 2021**

**(2019-2020 Admission)**

**GENERAL AWARENESS COURSE**

**3A12BBA/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 are 'Memos' ?
2. When does a Leader become a Boss ?
3. List any two benefits of 'Self-Talk'.
4. Give the difference between 'Eustress' and 'Distress'.
5. What is the role of a Moderator in Group Discussion ?
6. Mention the behavioural symptoms of Stress. **(6×1=6)**

**SECTION – B  
(Short Answer)**

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

7. "You are a product of your surroundings". What does this mean ?
8. Give examples for Dining Etiquettes.
9. Comment on the role of 'persuasion' in Customer Interaction.
10. Evaluate 'Music and Dance' Therapy as a stress reliever.
11. Differentiate Soft Skills from Hard Skills.

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12. Enlist any two benefits of Team building.
13. "For successful communication, Listening is important than speaking". Comment.
14. How can Visual Aids act as a great support in presentation ? (6×2=12)

SECTION – C  
(Essay)

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

15. Prepare a SWOT Analysis on yourself for personal development.
16. Examine the need for Work-Life Balance in an organisation.
17. You are the Purchase Officer in an XYZ Co. and you need to buy five Air Conditioners and ten ceiling fans. Write an Enquiry Letter to know the details regarding price, product specifications and warranty period.
18. As a Leader, suggest what precautions must be taken by members while participating in Group Discussion ?
19. Identify the most common Customer Service mistakes in a market place.
20. Discuss the significance of E-Mail in corporate communication. (4×3=12)

SECTION – D  
(Long Essay)

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

21. "The Art of Public Speaking is all about communicating an idea to an audience". In this context, discuss on skills to be acquired to become a good public speaker.
22. "People need to understand to conduct and present themselves appropriately in professional social settings". Evaluate this statement keeping in mind the Tips for Professional Business Etiquettes. Give examples to support your answer.
23. Imagine that you are currently heading the Interview panel constituted to select team leaders for an IT based organisation. What suggestions would you give to freshers appearing before and during the interview for their better performance ?
24. How beneficial are Yoga and Meditation practices towards developing an individual's personality ? Cite examples. (2×5=10)