

BBA 2nd Sem

Total number of printed pages-6

47(2) PPSD 2-1

2011

**PERSONALITY AND PERSONAL  
SKILL DEVELOPMENT**

**Paper : 2-1**

*Full Marks : 80*

*Time : Three hours*

*The figures in the margin indicate full marks  
for the questions.*

1. Answer the following : 1×10=10

A. Fill in the blanks :

(i) ..... does not mind working  
on one project for a long time  
uninterruptedly. (Judging personalities  
/ Introvert personalities).

(ii) The contribution of family and social  
group in combination with the culture  
is known as ..... process.  
(Socialisation / Identification)

*Contd.*



(iii) ..... technique was originally adopted by Alex Osborn in 1938 in an American company for encouraging creative thinking in groups.  
(Nominal Group Technique / Brainstorming)

(iv) The part one plays in the overall group structure is known as .....  
(Group Role / Role Identity).

(v) ..... meetings are called so that the directors and shareholders can communicate and consider special reports. (Board Meetings / Statutory Meetings).

B. State true or false :

(vi) Virtual team members often suffer from low degree of social contacts.

(vii) Analysis of problem gives the understanding of what should be done in terms of decision-making.

(viii) Personal Effectiveness may be defined as the negative end result of every personal effort or endeavour of an individual in the pursuit of any dream, desire or plan.

(ix) Role conflict refers to the discrepancy between the defined role and perceived role.

(x) Co-operative behaviour occurs when interaction between two persons is mutually gratifying.

2. Give brief answers to the following : (any five)  
2×5=10

(i) What do you mean by salesmanship ?

(ii) What is Empathy ?

(iii) State the meaning of Self Esteem.

(iv) State two reasons for formation of groups.

(v) What do you mean by Interpersonal Behaviour ?

(vi) What is Customer Orientation ?

(vii) Write two consequences of stress.

3. Answer the following : (any four)

(i) Write short notes :

(a) Personal Grooming

(b) Health and Hygiene.

2½×2=5

Contd.



(ii) Explain the various skills required for Co-operative Interpersonal Behaviour.

(iii) Write two causes of failure of a salesman. Explain the various physical qualities / characteristics / traits of a successful salesman. 2+3=5

(iv) What is motivation? Explain the nature of motivation. 1+4=5

(v) State the meaning of Emotional Intelligence. Explain the importance of Emotional Intelligence. 2+3=5

(vi) What is time management? How a manager can make effective use of time in an organisation? 2+3=5

4. Give descriptive answers to the following :

(Any five)

(i) Define personality. Explain the various types of personality. 2+6=8

Or

Discuss the various determinants of personality. 8

(ii) What is stress? Explain the various Group and Individual causes of stress. 2+3+3=8

(iii) Discuss the various stages / phases of the decision-making process. Support your answer with a suitable diagram. 8

Or

Discuss the various techniques of Group-Decision making. 8

(iv) Write two needs of career planning. Explain the various career stages. Give suitable diagram to support your answer. 2+6=8

(v) What is Body Language? Write two advantages and two disadvantages of body language. Write three different types of Body Language. 1+4+3=8

(vi) Write short notes on the following : 4+4

(a) Telephone Etiquettes.

(b) Requisites of a valid Business Meeting.

(vii) Explain the various types of formal and informal groups. 8

Contd.



*Or*

Write *two* points of distinction between groups and teams. Explain the importance of teams.

2+6=8