

BBA

Total number of printed pages-4

47(2) PPSD 2.1

2014

**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) State *True* or *False*

- (i) Positive synergy is an essential characteristic of groups.
- (ii) External factors affecting personal effectiveness are uncontrollable factors like heredity, natural calamity etc.
- (iii) Statutory meetings are held annually among Board of Directors.
- (iv) Product is the main focus of customer orientation.

Contd.

(v) Balance theory of group formation was propounded by Theodore Newcomb.

(B) Fill in the blanks :

(vi) can be defined as a systematic process by which one decides his or her career goals and the path to reach these goals. (Career / Career Planning)

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

(viii) is termed as positive stress. (Eustress / Distress)

(ix) The term hygiene is derived from the Greek word (hygienos / hygienus)

(x) Compliance with the wishes of others every time is termed as behaviour. (Passive / Assertive)

2. Answer the following : *(any five)* $2 \times 5 = 10$

(i) What is personality ?

(ii) What is assertiveness ?

(iii) Write *two* important attributes of Emotional Intelligence.

(iv) State *any two* differences between sales orientation and customer orientation.

(v) State *any two* ways of enhancing personal effectiveness.

(vi) Mention *any two* telephone etiquettes.

3. Answer the following : *(any four)* $5 \times 4 = 20$

(i) Explain the various skills required for Cooperative Interpersonal Behaviour.

(ii) Explain the various determinants of personality.

(iii) Explain Maslow's Need Hierarchy Theory of Motivation.

(iv) Explain the levels of self awareness with the help of Johari Window. Support your answer with a suitable diagram.

(v) Differentiate between teams and groups.

(vi) Briefly discuss *any three* positive and negative body language gestures with interpretations.

4. Answer the following : *(any five)*

(i) Define stress. Discuss the causes of stress among employees. $2+6=8$

(ii) Define business meetings. Discuss the various types of business meetings. $2+6=8$

(iii) Discuss the various stages of group formation. Mention *any two* advantages of working in groups. $6+2=8$

(iv) What is career planning ? Explain the various career development stages with the help of a diagram. $2+6=8$

(v) What is sick personality ? Explain the various causes of personality sickness. $2+6=8$

(vi) Write short notes on : $4+4=8$

(a) Time Management

(b) Self-Esteem

(vii) Discuss the requisite qualities of a good salesman. 8