



K22U 3571

Reg. No. :

Name :

**Third Semester B.B.A./B.B.A. (R.T.M.) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)
GENERAL AWARENESS COURSE
3A12BBA/BBA(RTM) : Personality Development and Communication
Skills**

Time : 3 Hours

Max. Marks : 40

**PART – A
Very Short Answer**

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

1. What is personality development ?
2. Explain your idea about communication skill.
3. Define a formal communication.
4. What is an organisation ?
5. Explain the term Boss management.
6. What is an interview ? (6×1=6)

**PART – B
Short Answer**

Answer **any six** questions. **Each** question carries **2** marks :

7. What is self motivation ?
8. What are the different channels of communication ?
9. What is Time management ?
10. What do you mean by problem solving skill ?

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11. Briefly narrate the concept of social etiquettes.
12. What is Interpersonal skill ?
13. What is your idea about Leadership ?
14. Explain the term decision making. (6×2=12)

**PART – C
Essay**

Answer **any four** questions. **Each** question carries **3** marks :

15. What are the precautions to be taken before writing a Resume for the job ?
16. Briefly explain the steps to be taken before facing a job interview.
17. What are the different types of personality development ?
18. Briefly explain the functions of communication.
19. What are the characteristics of good communication ?
20. Why relationship management in business is important ? (4×3=12)

**PART – D
Long Essay**

Answer **any two** questions. **Each** question carries **5** marks :

21. Explain briefly the role of body language in effective communication.
22. Briefly explain the significance of making individual SWOT analysis to face the challenging competitive world.
23. Discuss briefly the different Stress management techniques for employees.
24. Explain briefly the different leadership styles in an organisation. (2×5=10)