



Name :

Roll No. :

Invigilator's Signature :

**CS/BMS/SEM-6/MMS-603/2010
2010**

**PERSONALITY DEVELOPMENT &
INTERVIEW SKILLS**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Educational qualifications in a CV should be stated

- a) chronologically
- b) in reverse chronological order
- c) in order of excellence
- d) any of these orders.

ii) The response received to a message is called

- a) encoding
- b) channel
- c) feedback
- d) decoding.



- iii) Maximum amount of time for writing should be spent in
 - a) pre-drafting
 - b) while-drafting
 - c) post-drafting
 - d) all of these.
- iv) In order to convey a pleasant attitude to the interviewer you should
 - a) keep a smile
 - b) maintain eye contact
 - c) not argue
 - d) all of these.
- v) Who among the following is a noted TV journalist ?
 - a) Smt. Shobha De
 - b) Smt. Monideepa Banerjee
 - c) Smt. Shushma Swaraj
 - d) Smt. Medha Patkar.
- vi) House journals are
 - a) periodic publications issued by corporates
 - b) diaries of housewives
 - c) annual reports issued by corporates
 - d) none of these.
- vii) Circulation of a newspaper is
 - a) the number of copies distributed
 - b) the number of copies read
 - c) the number of copies printed
 - d) none of these.



viii) The most easily visible aspect of communication is

- a) beauty
- b) general knowledge
- c) body language
- d) none of these.

ix) Body copy is

- a) detailed written matter in an advertisement
- b) plagiarized copy
- c) the copy written for a corporate body
- d) none of these.

x) Leadership demands

- a) clear vision
- b) creating dissent
- c) accuracy
- d) motivation.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What do you mean by the term 'personality' ? What are the different types of personality traits commonly observed ?

2 + 3

3. What do you mean by a 'barrier' to communication ?

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4. Mention a few 'dos' and 'don'ts' while appearing for an interview.
5. What do you mean by tourist topology ? Explain with example.
6. Write a short note on 'crisis management'.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. State and explain the different qualities and skills you need to possess in order to participate in a group discussion effectively.
8. How would you make a good corporate presentation ? Discuss.
9. Image management versus Brand Management — one is managed by the corporate communicator and the other by the marketing experts. Discuss with reasons.
10. Write an essay on the Ten Commandments of Confidence.
11. Write short note on the following :
 - a) Soft skills
 - b) SWOT analysis.