



K24U 3523

Reg. No. : .....

Name : .....

**III Semester B.B.A./B.B.A. (R.T.M.)/B.B.A.-A.A.M./B.B.A.-H.A. Degree  
(C.B.C.S.S. – O.B.E. – Regular/Supplementary/Improvement)**

**Examination, November 2024**

**(2019 to 2023 Admissions)**

**GENERAL AWARENESS COURSE**

**3A12 BBA/BBA(RTM)/AAM : Personality Development and  
Communication Skills**

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by self-respect ?
- 2) What do you mean by the term frustration ?
- 3) What is meant by QWL ?
- 4) What is meant by positive discipline ?
- 5) What is meant by sensitivity training ?
- 6) What is meant by team building ?

**(6×1=6)**

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is meant by boss management ?
- 8) What do you mean by telephone etiquettes ?
- 9) What are leadership skills ?
- 10) What do you mean by group cohesiveness ?
- 11) What are cliques ?
- 12) What is meant by resume ?
- 13) What is meant by SWOC ?
- 14) What is meant by letter of reference ?

**(6×2=12)**

P.T.O.



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Explain the factors affecting learning of an individual.
- 16) Is a leader different from manager ? Explain.
- 17) What are the various projective techniques in personality assessment ?
- 18) What are the characteristics of group leadership ?
- 19) Explain the different stages of team development.
- 20) What are the five components of emotional intelligence ? **(4×3=12)**

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

- 21) What role do communication skills play in society? Illustrate your answer with suitable example.
- 22) What is self -introduction? Discuss about the tips of self-introduction with suitable Examples.
- 23) State and explain the different forces for personality change.
- 24) Prepare an application for appointment as sales executive of TATA Motors, Trivandrum along with your detailed resume. **(2×5=10)**

