

(6 pages)

Reg. No. :

Code No. : 5973

Sub. Code : HBAM 44

M.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2014.

Fourth Semester

Business Administration

PERSONALITY DEVELOPMENT

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions, choose the correct answer.

1. _____ is the individual's totality of characteristics like intelligence, looks, character or lack of any of them.
(a) Development (b) Personality
(c) Attitude (d) Motivation
2. _____ refers to those factors that were determined at conception
(a) heredity (b) physical stature
(c) temperament (d) energy level

3. It is found that job dissatisfaction is a major cause for _____.
(a) Employment (b) Unionization
(c) Freelancing (d) Moonlighting
4. _____ is long term stress resulting from those nagging problems that just don't seem to go away.
(a) Chronic stress
(b) Acute stress
(c) Episodic acute stress
(d) Fear
5. communication fosters _____ by clarifying to employees what is to be done, how well they are doing and what can be done to improve performance if it is below standard.
(a) Guidance (b) Counseling
(c) Motivation (d) Effectiveness
6. The _____ is the physical form in to which the sender encodes the information.
(a) Channel
(b) Message
(c) Face to face communication
(d) Verbatim



7. Say you're eating a steak. How many bites should you cut at a time?
- (a) 1-2
 - (b) 3-4
 - (c) 5
 - (d) You will generally be excused if you cut the entire steak, especially if your dining is informal.
8. When you are finished eating, where should you place your napkin?
- (a) On your chair behind you
 - (b) On top of your plate
 - (c) To the right of your plate
 - (d) To the left of your plate
9. The internet is a system of
- (a) Interconnected networks
 - (b) software bundles
 - (c) web page
 - (d) web site

10. A program which helps create written documents and lets you go back and make corrections necessary is_____.
- (a) home row keys
 - (b) tool bar
 - (c) folder
 - (d) word processor

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Give a short note on Personality Traits.
- Or
- (b) What are the stages of Perception Process? Explain in brief.
12. (a) Briefly explain the importance of Team Building.
- Or
- (b) Give a short note on various levels of conflicts.
13. (a) Define communication and briefly explain the importance of communication.
- Or
- (b) Explain the process of Group Discussion in brief.



14. (a) Give the meaning of Social graces.

Or

- (b) Give a short note on Dress Code for an Interview.

15. (a) State the steps involved in Creating a File Folder in Windows.

Or

- (b) What are the features of Micro Soft Excel?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Explain the components of SWOT with examples.

Or

- (b) Explain how the Attitude can be Measured with illustrations

17. (a) Discuss the stages involved in the Negotiation Process.

Or

- (b) Give a detailed account on various sources of stress.

18. (a) Discuss the Principles of Effective Communication in detail.

Or

- (b) Explain the skills required to the candidates to be successful in Job Interview.

19. (a) Explain how Social Graces are acquired at work place with examples.

Or

- (b) Discuss the importance of Table Etiquettes in Multi Cultural Environment.

20. (a) Discuss the uses and scope of MS PowerPoint.

Or

- (b) Explain the uses of any five tools appear in MS Excel Window's Main Menu Bar.

