

(6 pages)

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Code No. : 7950

Sub. Code : HBAM 44

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2016.

Fourth Semester

Business Administration

PERSONALITY DEVELOPMENT

(For those who joined in July 2012 and
afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. _____ is the sum total of ways in which an individual reacts to and interacts with others.
- (a) Perception (b) Personality
(c) Leadership (d) Behaviour

2. People develop _____ towards other persons, objects and ideas.
- (a) Attitude (b) Values
(c) Beliefs (d) Culture
3. The main factor in the success of Japan is _____.
- (a) Leadership (b) Team work
(c) Conflicts (d) Communication
4. When a leader centralizes power and decision making in himself, it is called a _____ leadership style.
- (a) Autocratic (b) Democratic
(c) Free - rein (d) Shared
5. Which one of the following is an element of communication?
- (a) Message (b) Medium
(c) Feedback (d) All the above
6. The informal communication channel is also known as _____.
- (a) Grapevine (b) Single chain
(c) Free flow (d) Circular

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7. _____ are the rules of etiquette used while eating.

- (a) Dress codes (b) Social graces
(c) Table manners (d) Discrimination

8. Clothes convey _____ social message.

- (a) Personal characters
(b) Cultural identity
(c) Status symbol
(d) All the above

9. Which one of the following is a component of Microsoft office?

- (a) PDF (b) Power point
(c) SPSS (d) ORACLE

10. _____ runs a presentation over a network on the internet.

- (a) Power point central
(b) Meeting minder
(c) Look up references
(d) Presentation Conference

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the importance of personality development.

Or

(b) What are the different types of attitudes?

12. (a) Mention the common mistakes occurred in Negotiation process.

Or

(b) How to develop Emotional Quotient?

13. (a) What are the principles of effective communication?

Or

(b) Describe the personality traits required for Group Discussion.

14. (a) Write a note on Social grace at work.

Or

(b) Describe the suitable dress code for an interview.



15. (a) Distinguish between presentation and document.

Or

- (b) What do you mean by Slide show?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain SWOT analysis.

Or

- (b) Explain the various assertiveness techniques.

17. (a) Discuss the various Leadership styles with their merits and demerits.

Or

- (b) Suggest measures to manage stress.

18. (a) Explain communication network.

Or

- (b) Describe the process of Group Discussion.

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19. (a) Explain the need for acquiring social graces.

Or

- (b) List out the Dos and Donots of Table Etiquettes.

20. (a) Describe the different parts of MS-Excel with the help of a diagram.

Or

- (b) Present an overview of MS-PowerPoint.

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