

F-53A/2110

11102/NJ

Total No. of Questions 09

Total No. of Sheets used 02

Subject: Communication Skills and Personality Development

Class: B.Com. (Honours) Part – I (Sem. I)

Time Allowed: 3 Hrs.

Maximum Marks: 70

NOTE: The candidates are required to attempt two questions each from SECTION A and B carrying 10 marks each and 10 short answer type questions carrying 3 marks each from SECTION C.

SECTION – A

1. What do you understand by Communication? Discuss the objectives of Communication.
2. How can communication become effective? Discuss the different types of communication.
3. Elaborate on the essential features of Business Letters. Explain the different types of Business Letters.
4. Explain the technique of Report Writing. Also discuss the strategy of preparation of extempore speech. (10 x 2=20 Marks)

SECTION – B

5. Define Personality Development. Write a detailed note on the various types of personality.
6. Discuss the process of personality analysis through body language and individual traits.
7. Explain the role of Manners and Art of Living. What do you understand by mind and mental development?
8. Elaborate on the physical aspects of personality. Explain the prominent influences on personality. (10 x 2=20 Marks)

SECTION – C

9. Write short notes on any 10 of the following: -
 - i) Downward Communication
 - ii) Vertical Communication
 - iii) What is Debate?
 - iv) Define Documentation.

Contd. —

- v) Strategy of Group Discussion
- vi) Stage Confidence
- vii) Role of Feedback
- viii) Significance of Voice Training
- ix) Follow-Up Letter
- x) Acceptance Letter
- xi) Mental Blocks
- xii) What is the relationship between 'Art of Living' and Personality?

(10 x 3=30 Marks)

11102/NJ