

S.D.E.

B.C.A. (2004 COURSE SEM- VI : SUMMER - 2018

SUBJECT: COMMUNICATION AND PERSONALITY DEVELOPMENT

Day: **Monday**
Date: **04/06/2018**

Time: **10.00 AM TO 1.00 PM**
Max Marks: 80

S-2018-4370

N.B.

- 1) Answer **ANY FIVE** questions from section – **I** and **ANY TWO** from section - **II**.
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define Communication. Explain the various principles of effective Communication. **(10)**
- Q.2** Discuss the Meaning and Significance of Motivation with suitable examples. **(10)**
- Q.3** Explain the Importance of Interpersonal Communication in a Business. **(10)**
- Q.4** Explain the role of Attitude, Emotions and Negotiations in Personality Development. **(10)**
- Q.5** Critically analyse manners and etiquettes. **(10)**
- Q.6** What are the Factors affecting Personality Development? **(10)**
- Q.7** Write Short Note on **Any two**:- **(10)**
- a) Time Management.
 - b) Stress Management.
 - c) Leadership.

SECTION - II

- Q.8** You have been given a task to improve Personality of Front –End- staff of a scheduled Bank, of your choice. **(15)**
- Q.9** Prepare a hand-out on ‘Personality Development’ to be issued to the newly recruited BCA candidates as a management trainees. **(15)**
- Q.10** You are a CEO of a medium scale organization. Prepare a detail note to your Board of Directors for sanctioning a budget of Rs.15 lacs to be spent on installing various electronic media applications for quick, correct communication in your organisation. **(15)**
