

2019

B.Com.

3rd Semester Examination

MARKETING MANAGEMENT (Honours)

Paper—SEC 1-T

Full Marks : 40

Time : 2 Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Personality Development & Communication Skills

1. Answer *any five* questions : 2×5=10
- (a) Distinguish between “Personality” and “Character”. 2
- (b) What do you mean by “Perception”? 2
- (c) Write a short note on “Self assessment VS Public assessment to reach the height of greatness? 2
- (d) What is the utility of positive and creative thinking? 2

[Turn Over]

- (e) Difference between 'Intra Personal Communication' & 'Inter Personal Communication'? 2
- (f) What do you mean by "Resume"? 2
- (g) What are the key aspects for effective communication? 2
- (h) "The language of peace is Proactive"—Do you agree? Justify. 2

2. Answer *any four* questions : 5×4=20

- (a) 'Simplicity, humility, Purity, etc. are some ornaments of personality'—Do you agree? Justify your answer. 5
- (b) Discuss in short, the 'Five Pillars of Personality Development'. 5
- (c) Write Short note on "Conflict & Stress Management". 5
- (d) Discuss the steps for Problem-Solving. 5
- (e) Write Notes on 'Personality Traits'. 5
- (f) What do you mean by 'Spiritual Public relation factors'? 5

3. Answer *any one* question : 10×1=10

- (a) Suppose, You are the Secretary of the students' welfare committee of your College.

Write a Notice for the students of your college inviting them to attend the lecture "The importance of Yoga and Meditation classes" in your College Premises. Use the following Points :—

[Date, time & Venue; Name & port-folio of trainer specialisation on this discipline; Necessity of this type of lecture; compulsory attendance.] 10

- (b) Write a *letter to the editor* of an English daily expressing your concern over the harm caused to the environment by the huge use of plastic bags, cups, etc and spread the awareness against the use of plastic to save mother "Earth." 10
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