



BB 14

**I Semester B.B.M. Examination, June/July 2010
PERSONALITY DEVELOPMENT**

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **five** sub-questions. **Each** question carries **two** marks: **(5×2=10)**
- a) Define personality.
 - b) What is SWOT analysis ?
 - c) Define healthy living.
 - d) What is profession ?
 - e) Define ethics.
 - f) Define attitude.
 - g) What is disposition ?

SECTION – B

- Answer **any four** questions. **Each** question carries **five** marks : **(4×5=20)**
- 2. What are communication channels and modes ?
 - 3. What is your understanding of social life ? Narrate.
 - 4. Distinguish between good and bad politics.
 - 5. What are the issues in rapid urbanization ?
 - 6. How does culture affect ethical norms ?

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SECTION – C

Answer **any five** questions. **Each** question carries **ten** marks:

(5×10=50)

7. Why is hope and ambition necessary for every individual ?
 8. Distinguish between etiquette and manners.
 9. What is good or effective communication ?
 10. What are the requirements of a good social living ?
 11. Explain the principle of sustainable development.
 12. Explain the ways in which you can derive satisfaction from work.
 13. Discuss the importance of physical appearance as a component of personality.
 14. Explain the measures would you follow to stay happy in life.
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