Roll No.							Total No. of Pages : 02

Total No. of Questions: 07

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-1) PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

Subject Code: MSFMM-109-18 (Non core)

M.Code: 75292

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B consists of THREE Sub-sections: Unit-I, II & III.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

SECTION-A

1. Define the following:

- a. Personality
- b. Self efficiency
- c. Values
- d. Career
- e. Positive attitude
- f. Emotions
- g. Skills
- h. Body language
- i. Development
- i. Need

1 M-75292 (S26)-2594

SECTION-B

UNIT-I

- 2. What is personality development? Write in detail about the method that can be used to develop a personality.
- 3. Which things can affect the development of an individual's personality?

UNIT-II

- 4. Discuss about the Freudian's stages of development in detail.
- 5. Write a detailed note on Maslow's hierarchy of needs.

UNIT-III

- 6. Discuss about positive and negative impact of culture's values and beliefs on personality.
- 7. Elaborate on the environmental factors that impacts the personality development.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

2 | M-75292 (S26)-2594