

# END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] NOVEMBER-DECEMBER 2018

Paper Code: BAJMC-107

Subject: Personality Development

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write short notes on **any three** of the following:- (3x5=15)

- (a) SWOT Analysis
- (b) Positive Personal Attitude
- (c) Resume Writing Skill
- (d) Art of Negotiation
- (e) Non-Violent Conflict Resolution
- (f) Para-Language and Body-Language

Q2 What are the models of Self Introspection? Explain Johari Window in detail. (15)

OR

Define Personality. Enumerate different types of personality. (15)

Q3 What do you mean by Communicative Persona? Explain any two types in detail. (15)

OR

How to develop personality and professional skill for Media Entrepreneurs? (15)

Q4 "Time is an important factor in Media." Elucidate. (15)

OR

"Decision making and problem solving is essential in every field" Explain. (15)

Q5 What is the role of media and society play in personality development of an individual? (15)

OR

"Working in a corporate agency involves lot of stress and mental pressure." How will you cope with it? Give examples. (15)

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