# Bharati Vidyapeeth’s

*Roll No. : …………………………*

# Institute of Computer Applications and Management (BVICAM)

A-4, Paschim Vihar, New Delhi-63

FIRST SEMESTER [BA (JMC)] Internal Examination, Oct-Nov 2023

Paper Code: BA (JMC) 107 Subject: Personality Development

Time: 2 Hours Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

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| 1. | Answer all the following questions briefly: - 1.5 × 10 = 15 | | | |
|  | 1. (a) | Define a situation where the profound influence of personality development on personal and professional life is important. | | CO1 |
|  | 1. (b) | Discuss the personality of an individual who seeks security and longevity on the job and are very happy doing a repetitive task, day in and day out. Identify the type of personality and explain its qualities. | | CO1 |
|  | 1. (f) | State a detailed explanation of "Semantics" and its related terms within the context of communication. | | CO1 |
|  | 1. (b) | Analyse the several facets of SWOT Analysis that are necessary to be conducted for personal development. | | CO2 |
|  | 1. (c) | Describe the term “persona” of an individual with the help of an example. | | CO2 |
|  | 1. (d) | Explain how micro-marketing capability can develop your professional skills needed for Media Ownership. | | CO2 |
|  | 1. (e) | Elaborate on the etiquette to be followed during online written communication. | | CO2 |
|  |  | “Traditionally, phoneticians have relied on their ears and eyes and their awareness of their own vocal organs”. Classify the subsets of phonetics based on its speech sound properties. | | CO2 |
|  | 1. (g) | Describe the meaning and components of the acronym "OCEAN" when referring to personality traits. | | CO2 |
|  | 1. (h) | Implement a SWOT analysis on your own self and elaborate on how this analysis can guide your personal development. | | CO3 |
| **UNIT – I** | | | | |
| 2. | (a) | State the concept of personality traits in individuals with the support of an example. Elaborate how the properties of traits help an individual build his/her own personality. | 5 | CO1 |

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|  | (b) | “Socializing helps you feel energized and inspired”. Identify and describe the type of personality in the above statement. | 5 | CO1 |
|  | (c) | Explain Johari Window as a psychological tool aimed at improving self-awareness and include a model explanation to demonstrate its application. | 5 | CO2 |
| 3. | (a) | Describe the personality types model given by Meyer Friedman and Ray Rosenman that exhibit [traits](https://www.explorepsychology.com/list-personality-traits/) of multiple personality types. Also, include specific examples to illustrate the unique characteristics of each type. | 5 | CO1 |
|  | (b) | Discuss the significance of self-introspection in personal development and elaborate on the importance of self-introspection with a relevant example. | 5 | CO2 |
|  | (c) | Clarify the significance of fostering a positive attitude in an individual's personal life. Additionally, provide a descriptive example to exemplify the practical implementation of these measures. | 5 | CO2 |
| **UNIT – II** | | | | |
| 4. | (a) | State the specific skills that are essential for the personality development of media entrepreneurs. Highlight these skills and include examples to explain their relevance. | 5 | CO1 |
|  | (b) | Elaborate the significance of intercultural communication in the contemporary global context. Provide examples that underscore its importance. | 5 | CO2 |
|  | (c) | You are part of a virtual team, and a team member's constant use of informal language and emojis in official emails is affecting the team's professionalism. Elaborate the steps you would take to tackle this situation. | 5 | CO2 |
| 5. | (a) | Describe in detail the concept of interpersonal communication and its various characteristics for effective use. Classify its different types for better understanding in the modern world. | 5 | CO2 |
|  | (b) | Demonstrate the importance of body language in communication. Describe the various types of body language and use examples to illustrate their impact. | 5 | CO3 |
|  | (c) | “You are being called for your dream job” Formulate the steps involved in resume writing. Implement these steps to develop your own resume for job application. | 5 | CO5 |