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**SARDAR PATEL UNIVERSITY**  
**S.Y.BBA (ISM) IV<sup>th</sup> SEMESTER EXAMINATION**  
**2012**  
**Wednesday, 11<sup>th</sup> April**  
**3.00 p.m. to 5.00 p. m.**  
**PERSONALITY DEVELOPMENT-UM04FBBS01**

**Total Marks : 60**

- Q.1 (a) Define the overall meaning of personality in detail. [08]  
(b) Discuss the self concept with reference to self Esteem and self Efficacy. [07]

**OR**

- Q.1 (a) Examine Adult Life Stages as the life structure evolves through a relatively orderly sequence throughout the adult years. [08]  
(b) Write in detail the Socialization Process. [07]

- Q.2 (a) Planning consists in obtaining knowledge about the audience & physical factors relevant to the presentation - Examine these two factors of planning. [08]  
(b) Discuss the importance of Paralinguistic elements in Presentation. [07]

**OR**

- Q.2 (a) What are the six steps to a good presentation. [08]  
(b) Write a note on how Audio-Visual Aids can enhance the effectiveness of your presentation. [07]

- Q.3 (a) Discuss the meaning of stress. [08]  
(b) Examine the causes of stress. [07]

**OR**

- Q.3 (a) What are the effects of Occupational stress. [08]  
(b) Describe effective ways to Manage stress. [07]

- Q.4 (a) "Time Management is Managing Yourself"- Explain the meaning of Time Management. [08]  
(b) Discuss in detail the basic Principles of Time Management that you can apply. [07]

**OR**

- Q.4 (a) What are the various tips to reduce stress. [08]  
(b) Explain with example how you can improve your quality of life. [07]

