

Roll No. ....

Total Pages : 3

207604

May, 2019

**B.Tech. (EL) - VI SEMESTER**

**PERSONALITY DEVELOPMENT (AC-107-C)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Ad Hominem (1.5)
- (b) Slippery Slope (1.5)
- (c) Expand USP (1.5)
- (d) Divide and Conquer (1.5)
- (e) Lateral Thinking (1.5)
- (f) Branding in business (1.5)

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- (g) Expand IPR (1.5)
- (h) Give one example of semantic barrier (1.5)
- (i) Expand GROW in terms of Goal setting (1.5)
- (j) Abstract. (1.5)

### **PART-B**

2. (a) A small business SWOT/SWOC analysis is most commonly used as a part of a marketing plan and is also a good tool for general business strategizing. Explain. (10)
- (b) What should be the objective of Negotiations ? Which personality traits make one a successful negotiator? (5)
3. (a) As a participant, how do you break a deadlock in a Group Discussion? (5)
- (b) Scientific temper describes an attitude which involves the application of logic. Explain accordingly. (10)
4. Draft a resume and covering letter for your desired job profile in your dream company. (15)
5. (a) Listening is one of the key quotient of effective communication. Explain. (5)



- (b) When used correctly, a few simple conflict resolution skills can make a tremendous difference in the quality of discussion. Explain. (10)

6. Write a paragraph on any *two* (150 words each) :

(a) WTO

(b) IMF

(c) IPR

(d) CSR.

(7½+7½)

7. What elements must appear in the structure of long report and why? (15)
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