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**B.B.A. (Third Semester) EXAMINATION, 2016**  
**PERSONALITY DEVELOPMENT**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.

1. What is positive personality traits ? Which factors affecting on positive personality traits ? [15]

*Or*

Explain self introspection in detail with reference to personality development.

2. Define the term success. Which factors and qualities that make person successful ? [15]

*Or*

Define concept Attitude. Explain benefit of positive attitude and consequences of negative attitude.

3. What is self-esteem ? Explain in detail significance and types of self-esteem. [15]

*Or*

Distinguish between international communication and International Listening.

4. What is self-appraisal ? Explain importance and types for self-appraisal. [15]

*Or*

What do you mean by personality formation structure ? Explain in detail the sources of personality formation structure.

P.T.O.

5. Write short notes on (any *four*) :

[20]

- (1) Strategies of gaining power
- (2) Self-development
- (3) Super ego concepts
- (4) SWOT analysis
- (5) Manner and etiquettes
- (6) Concept of habits.