



K25U 3016

Reg. No. : .....

Name : .....

III Semester B.B.A./B.B.A. (R.T.M.)/B.B.A. – A.A.M./B.B.A. – H.A. Degree  
(CBCSS – OBE – Supplementary/Improvement) Examination,  
November 2025

(2019 to 2023 Admissions)

GENERAL AWARENESS COURSE

3A12BBA/BBA (RTM)/BBA – AAM/BBA – HA : Personality Development  
and Communication Skills

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by self-actualization ?
- 2) What is meant by the term personal values ?
- 3) What is meant by the term culture ?
- 4) What is meant by creativity ?
- 5) What is perception ?
- 6) What is meant by the term personality ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is meant by social etiquettes ?
- 8) What do you mean by non-verbal communication ?
- 9) What do you mean by goal setting ?
- 10) What is meant by self-confidence ?
- 11) What do you mean by soft skills ?
- 12) What is meant by work-life balance ?
- 13) What is meant by group behaviour ?
- 14) What is meant by spiritual intelligence ?

(6×2=12)

P.T.O.



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Explain about the goals of a personality development programme.
- 16) What are the factors that cause procrastination ?
- 17) Explain the elements of self-awareness.
- 18) Write down the format of a resume.
- 19) Explain the steps to stimulate creativity.
- 20) Discuss the benefits of understanding one's self. **(4×3=12)**

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

- 21) Explain the different types of interviews.
- 22) Briefly discuss about personality traits.
- 23) Explain the role and features of personality development in modern day environment of work-life.
- 24) What are barriers to communication ? Discuss about the measures used to overcome communication barriers. **(2×5=10)**

