

2072

B. Voc. (Retail Management)  
Second Semester

GEN-201: Soft Skills and Personality Development  
(Common to all B. Voc.)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following in about 100-150 words each:-

- a) Define Spot Analysis
- b) What are Communication Aids?
- c) Define Mnemonics.
- d) What is Time Management?
- e) What is Goal-setting?
- f) Write a short note on Body Language.

(4x4)

**UNIT - I**

II. Why is attitude important? How can you build a success attitude?

(16)

III. Define Public Speaking. What is its significance?

(16)

**UNIT - II**

IV. What is the importance of ethics in communication? Give illustrations to prove your point.

(16)

V. Define Non-Verbal communication.

(16)

**UNIT - III**

VI. Write a critical essay on the theories of personality.

(16)

VII. Define Stress Management. What are its advantages?

(16)

**UNIT - IV**

VIII. What is management of conflict? Give examples to explain the concept.

(16)

IX. What is the role of career planning in personality development?

(16)

x-x-x