



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA (TAH) Programme 1st Semester Examination, 2021

DSC1-BBA

PERSONA MANAGEMENT AND SOFT SKILLS PERSONALITY DEVELOPMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. Define Flexibility and Responsibility. 3
2. What is Emotional Intelligence? 3
3. What is the full form of TEAM and SMART? 3
4. Define Self Esteem. 3
5. What are the sources of Vitamin C and its usefulness? 3
6. Write down the qualities from the letters B, E, I, X, C, Y. 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Define Grooming. State the importance of Grooming in the Service Industry. 1+5
8. State the difference between Self-Centered and Self-Actualized. 6
9. Define Healthy diet. Explain the importance of health and nutrition. 2+4
10. What is Time Management? Discuss the benefits of the same. 2+4
11. Explain the distribution of Nutrients. State the benefits of fruits and vegetables. 3+3
12. Discuss the importance of Hard and Soft Skills. 6

GROUP-C

Answer any *two* questions from the following

12×2 = 24

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| 13. | Discuss SWOT Analysis and PESTLE Analysis in detail. | 6+6 |
| 14. | Define Self Introspection. Discuss the benefits of Self Introspection. | 4+8 |
| 15. | Discuss in detail with introduction the Maslow's Hierarchy of Needs Theory along with diagram. | 12 |
| 16. | Explain the different hair textures and types. Describe the basic hair care process. Discuss the process of making one kind of hair pack. | 4+4+4 |

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