

M.C.A. - I (2 Years) New CBCS Pattern Semester-I
PSMCAT102 - Paper-II - Soft Skills and Personality Development

P. Pages : 2

Time : Three Hours



GUG/W/24/13636

Max. Marks : 80

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- Notes :
1. All questions are compulsory and carry equal marks.
 2. Draw neat and labeled diagram and use supporting data wherever necessary.
 3. Avoid vague answers and write specific answers related to questions.

Either:

1. a) Discuss the role of communication in business and its importance for management. 8
- b) Define communication. Explain it's purpose in business. 8

OR

- c) Explain the role of speech organs in producing vowel and consonant sounds. 8
- d) What are the guidelines for writing a business article and what should be avoided. 8

Either:

2. a) Discuss the importance of posture, clothing and gestures in first impression. 8
- b) Define and differentiate between a positive self concept and reality check. 8

OR

- c) Explain kinesics and give examples of body movements conveying meaning. 8
- d) What are the steps to improve self esteem and the role of positive self talk. 8

Either:

3. a) Explain the link between self-esteem and mental health such as depression. 8
- b) Discuss the impact of personal planning and thoughts on success. 8

OR

- c) Conduct a personal SWOT analysis and its role in growth. 8
- d) How does enthusiasm contribute to becoming a positive person. 8

Either:

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| 4. | a) | Define etiquette and explain its importance in greeting and introductions. | 8 |
| | b) | Explain the five steps of effective listening in public speaking. | 8 |

OR

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|-----------|----|--|----------|
| | c) | Explain office, e-mail and phone etiquette. Also explain about time management. | 8 |
| | d) | What do you mean by teamwork? Explain teamwork and strategies for conflict resolution. | 8 |
| 5. | | Solve all the questions. | |
| | a) | Briefly explain the importance of communication situations in business. | 4 |
| | b) | How do eye contact and distance vary across cultures. Explain in short. | 4 |
| | c) | How can interruptions be turned into opportunities. Discuss in brief. | 4 |
| | d) | Discuss the key aspects of appropriate grooming in professional setting. | 4 |
