

Course	: BBAATR	Date	: 16-Feb-26
Subject Code	: BBAATR-304	Time	: 11:30am to 01:45pm
Subject Name	: Business Communication & Soft Skills	Duration	: 02.15 Hours
		Max. Marks	: 70

Answer the following (Attempt any three) (30)

- Answer the following (Attempt any four) (20)**

- Part – A (Multiple Choice Questions) (10)**

- 1 Which of the following is NOT a factor affecting personality development?
- | | |
|--------------------|------------|
| A Environment | B Heredity |
| C Cultural Factors | D Gravity |

- 2 The term 'personality' is derived from which Latin word?
 A Persona B Personalitas
 C Personae D Perceptio
- 3 Which of the following psychologists is associated with the Trait Theory of personality?
 A Sigmund Freud B Gordon Allport
 C Erik Erikson D B.F. Skinner
- 4 Which of the following is NOT a type of personality?
 A The Guardian B The Mechanic
 C The Teacher D The Inspirer
- 5 What is the first step in personality development?
 A Self-awareness B Social interaction
 C Physical exercise D Professional training
- 6 Which of the following is NOT a component of personality?
 A Character B Environment
 C Temperament D Reflexes
- 7 Which of the following is NOT a category of non-verbal communication?
 A Kinesics B Proxemics
 C Syntax D Haptics
- 8 What does maintaining eye contact during a conversation indicate?
 A Honesty and confidence B Nervousness and insecurity
 C Disinterest in the conversation D None of the above
- 9 Which of the following is a sign of defensive body language?
 A Open arms and relaxed posture B Arms crossed over the chest
 C Leaning slightly forward D Maintaining direct eye contact
- 10 Which of the following is a trait of a pleasing personality?
 A Arrogance B Empathy
 C Rudeness D Selfishness

Part – B (Do as Directed)

(10)

- 1 What is the definition of personality?
- 2 Name any two factors that influence personality development.
- 3 Who is known for the psychodynamic theory of personality?
- 4 What is the meaning of personality development?
- 5 List any two determinants of personality.
- 6 What is the difference between introversion and extraversion?
- 7 Define body language in one sentence.
- 8 What is the study of personal space called?
- 9 Name any two advantages of positive body language
- 10 Mention one key trait of a pleasing personality.
