

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination February – 2026**

|              |                           |            |                      |
|--------------|---------------------------|------------|----------------------|
| Course       | : BSWR                    | Date       | : 22-Feb-2026        |
| Subject Code | : BSWR-303                | Time       | : 11:30am to 01:45pm |
| Subject Name | : Personality Development | Duration   | : 02.15 Hours        |
|              |                           | Max. Marks | : 70                 |

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**Section A**

**Answer the following (Attempt any three)**

**(30)**

1. Define the term Personality. Examine the significant traits that define Personality.
2. What factors contribute to the determination of personality? Provide a detailed explanation.
3. What are the methods to effectively convey messages through body language? Provide a detailed clarification.
4. How can we assert that the Elements of Pleasing Personality include the definitions and traits that identify the true essence of a Pleasing Personality?
5. Explain the notion of introspection or self-reflection, accompanied by an appropriate example.

**Section B**

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

**(20)**

1. Elaborate the process Which involved in developing self-confidence.
2. Explain the functioning of the Power of Positive Thinking.
3. What is the meaning of corporate dressing? Outline the essential practices of male professionalism.
4. What are the methods to recognize negative thinking and shift attention towards positive thinking?
5. Examine the significance of possessing Strong Interpersonal Skills.
6. Discuss the significance of communication soft skills at the workplace.

**Section C**

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

**(10)**

1. Which statement best distinguishes a “team” from a “group”?  
A A group always has a formal leader; a team does not.  
B A team is task-interdependent and shares mutual accountability, whereas a group may not.  
C Groups are temporary; teams are always permanent.  
D Groups use communication; teams rely on individual effort.
2. Which of the following is NOT typically part of the definition of a “group”?  
A Two or more people  
B Interdependent goals  
C Identical personality traits  
D Interaction among members
3. A task force assembled to launch a new product is best described as a  
A Formal group.  
B Informal group.  
C Pseudo group.  
D Crowd.
4. The term “communication network” in a group context refers to...  
A the Wi-Fi speed in the office.  
B the pattern of message flow among members.  
C the formal organizational chart only.  
D the annual report.
5. Which one of the following best defines “interpersonal skills”?

- A The ability to use digital devices efficiently      B The technical knowledge required for graphic design software
- C The behaviours and tactics used to communicate and interact effectively with others      D The legal regulations governing media production
- 6 A designer who actively listens to client feedback is demonstrating which core interpersonal skill?
- A Negotiation      B Empathy
- C Assertiveness      D Persuasion
- 7 Which combination of skills is most frequently cited by employers as crucial for teamwork on a design project?
- A Coding, budgeting, 3-D modelling      B Collaboration, communication, conflict resolution
- C Typography, colour theory, animation      D Project planning, storyboarding, lighting
- 8 Which strategy is most effective for improving active-listening skills?
- A Increasing social-media posting frequency      B Paraphrasing the speaker's key points to confirm understanding
- C Multitasking during online meetings      D Focusing on preparing the next sentence while the other person is speaking
- 9 Which long-term practice is proven to strengthen emotional intelligence and therefore interpersonal effectiveness?
- A Memorising keyboard shortcuts      B Regular reflective journaling about social interactions
- C Increasing screen resolution settings      D Using only email for client updates
- 10 Which SMART goal is most appropriate for improving active listening?
- A "Increase Instagram engagement by 20 % in 30 days."      B "Paraphrase a client's feedback in every meeting for the next four weeks."
- C "Render animations 15 % faster by next month."      D "Learn 50 new keyboard shortcuts within 10 days."

**Part – B (Do as Directed)**

**(10)**

- State the following statements are TRUE or FALSE
- 1 Active listening includes giving the speaker regular verbal acknowledgements such as "I see" or "I understand."
- 2 Paraphrasing what the speaker just said is a sign that you were not paying attention.
- 3 Maintaining eye contact is an important non-verbal Cue in active listening.
- 4 Interrupting to finish the speaker's sentence shows engagement and should be encouraged.
- 5 Good listeners never ask clarifying questions because it slows the conversation down.
- 6 Bullet points and white space can make an email easier to scan.
- 7 Using ALL CAPS for emphasis is considered polite in business writing.
- 8 Proofreading a document once is usually enough to catch every error.
- 9 Passive voice should never be used in professional writing.
- 10 A clear subject line increases the chance that the recipient will open and read an email promptly.

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