



বিদ্যাসাগর বিশ্ববিদ্যালয়
VIDYASAGAR UNIVERSITY

Question Paper

B.Com. Honours Examinations 2020
(Under CBCS Pattern)
Semester - III
Subject: MARKETING MANAGEMENT
Paper : SEC 1-T
Personality Development and Communication Skills

Full Marks : 40

Time : 2 Hours

*Candidates are required to give their answers in their own words as far as practicable.
The figures in the margin indicate full marks.*

Answer **any two** of the following:

2 × 20=40

1. What do you understand by 'Personality'? Describe the different factors of personality associated with it.
2. In what ways does the personality of the manager will help the company to redefine its image in terms of public relations? What is the impact of communication on personality?
3. State any ten personality traits. Describe the role of leadership skills in the team-building process of an organisation.
4. What do you understand by problem-solving? Describe the five pillars of personality development with the help of a suitable example.

5. What do you understand by body language? What are the do's and don'ts for the body language of a public speaker?
6. You are Preetam/Preeti Singh. Recently you read an advertisement for the post of Marketing manager, ITC Technologies, Park Street, Kolkata-01. Write an application for the job along with your detailed resume.

Vidyasagar University