Reg. No :.............................

Name :.............................

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2022 ADMISSIONS REGULAR
B.VOC A.M.S SEMESTER V - GENERAL
VAM5G14TB22 - Personality Development

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What is the difference between a stereotype and a prejudice?

2. What is the role of positive attitudes in personal and professional success?

3. What is the purpose of setting goals?

4. What is the purpose of stress management techniques?

5. What is the difference between a personality disorder and a personality trait?

6. How does body language convey messages?

7. What is psychometric analysis?

8. What is the difference between nonverbal and verbal communication?

9. What is the role of assertiveness in problem-solving?

10. What is the relationship between attitude and motivation?

11. What are the characteristics of a successful influencer?

12. What are the different ways to monetize a social media presence?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Explain the concept of emotional intelligence and its importance in personal and professional life.

14. Discuss the role of relationships in shaping personality development.

15. Discuss the purpose of a personality interview (PI) and the types of questions commonly asked.

16. 28. Explain the key factors to consider when dressing for a job interview and the importance of appropriate attire.

17. 27. Discuss the difference between nonverbal and verbal communication and their impact on impression formation.

18. Explain the relationship between self-esteem and leadership skills.

19. 29. Discuss the purpose of a cover letter and how to write an effective cover letter.

20. Discuss the future trends in influencer marketing

21. Discuss the advantages and disadvantages of working with talent management agencies and brands for content creators

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Discuss the concept of positive attitudes and their impact on behavior, including strategies for cultivating positive attitudes.

23. Discuss the qualities that make a successful social media influencer and how to develop these qualities.

24. Analyze the impact of algorithms on content visibility and engagement, and strategies to optimize content for reach.

25. Discuss the challenges and opportunities of creating and maintaining a consistent brand identity on social media.