



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

BBA(TAH) Programme 1st Semester Examination, 2022

**DSC1-BBA(TAH)**

**PERSONA MANAGEMENT AND SOFT SKILLS PERSONALITY DEVELOPMENT**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions from the following**

3×4 = 12

1. Define Integrity and Responsibility. 3
2. State the difference between "Empathy and Sympathy". 3
3. What do you mean by Self Esteem? 3
4. Define Healthy diet. 3
5. Write down the qualities from the letters *D, H, I, G, L, Y*. 3
6. What is the full form of TEAM and SMART? 3

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. Explain the different types of skin. 6
8. Explain the importance of health and nutrition. 6
9. What do you mean by Etiquette? List down the different types of Etiquette. 2+4
10. Discuss PESTLE Analysis in detail. 6
11. "Both Hard and Soft Skills are important". Discuss in detail. 6
12. Write down the Importance of Time Management in the service industry. 6

**GROUP-C**

**Answer any two questions from the following**

12×2 = 24

13. Discuss Self Analysis and its various tools in detail. 12
14. Discuss in detail the Maslow's Hierarchy of Needs Theory along with the diagram. 12
15. Why is personal grooming necessary? Explain the detailed grooming process of both Men and Women. 5+7
16. What is Self Confidence? Discuss the benefits of self confidence. 4+8

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