

2. What are the seven C's of effective Communication?
3. As a new business owner of a healthcare company write a letter to an interested buyer.
4. According to you, what is the best conflict management approach? Give suitable examples.
5. Are listening and hearing different? Explain the process of listening.
6. What are the important steps in selling to a customer?

[This question paper contains 2 printed pages.]

**Your Roll No.....**

**Sr. No. of Question Paper : 5604**

**H**

Unique Paper Code : 2036000005

Name of the Paper : SEC Personality and  
Development. (SOL)

Name of the Course : **B.A. Programme/Hons**

Semester : II / IV

Duration : 2 Hours

Maximum Marks : 80

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **SIX** questions. Candidates will attempt **ANY FOUR** questions.
3. **All** questions carry **20** marks each.
  
1. Mention at least five differences between Written and Oral communication with examples.

P.T.O.