

[This question paper contains 2 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **3903** **I**

Unique Paper Code : 2036000005

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

Name of the Course : **Skill Enhancement
Course**

Semester : I/III/V

Time : 2 Hours **Maximum Marks : 80**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) This question paper contains **six** questions. Candidates will attempt any **four** questions.
 - (c) **All** questions carry **20** marks each.
1. What role does body language play to build rapport in a business setting ? Elaborate with suitable examples. 20
 2. Discuss two selling strategies with suitable examples. 20

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3. Write a letter to an editor on the growing number of accidents in your city. 20
4. You are a marketing manager tasked with launching a new product in a competitive market. Discuss five innovative digital marketing strategies to create a strong online presence and attract customers. 20
5. Write a short note on any **four** of the following : 5×4
 - (a) Audio – visual aids in presentation
 - (b) Intercultural communication
 - (c) Negotiation as a strategy
 - (d) Barriers of communication
 - (e) Memos and notices
6. Discuss three types of common office work related conflicts and how to cope with them. 20
