

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2018 Batch) (Sem.-3)

Subject Code : BAJMC-305-18

M.Code : 76748

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**
 - a) Meaning of personal development
 - b) Self-esteem
 - c) Self-talk
 - d) Self-awareness
 - e) Reflective listening
 - f) Emphatic as a response style
 - g) Attending as a listening skill
 - h) Meaning of Self-assertion
 - i) Gesture
 - j) Summarising to organize information

SECTION-B

2. What is your understanding of Spiral model of personality development? Give an example to illustrate your answer.
3. “*You are taller than you think*”. Comment.
4. Why is listening important in communication?
5. What is Self-assertion and why is it needed?
6. Are non-verbal skills important for interpersonal communication?

SECTION-C

7. How can reader’s expectations be managed in communication?
8. What are the key persuasive factors in written communication?
9. While writing your first draft, what key points should be kept in mind?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.