



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Third Semester B.Voc. Degree Examination, November 2015
First Degree Programme under CSS
General Course – VII (for Tourism & Hospitality Management)
AUTH361: Soft Skills and Personality Development

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Define *communication*.
2. What do you mean by *formal communication* ?
3. Explain *interpersonal communication*.
4. What do you mean by *group dynamics* ?
5. Describe the term *etiquette*.
6. What do you mean by *jargon* in communication ?
7. Define *kinesics*.
8. What is a resume ?
9. What do you mean by *minutes* of a meeting ?
10. Define *personality*.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, not exceeding a paragraph of 50 words.

11. What do you mean by *stress* at work place ?
12. What is *agenda* of a meeting ?
13. Differentiate between verbal and non – verbal communication.
14. What do you mean by *synergy* ?

1171

15. Explain *semantic distortion*.
16. What you mean by the term *paralanguage* ?
17. Differentiate between *encoding and decoding* in communications.
18. What do you mean by *body language* ?
19. Explain *self concept*.
20. What is *negotiation* ?
21. What do you mean by *interpersonal skills* ?
22. What do you mean by *role playing* ?

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. Explain the importance of listening in communication and also enlist the principles of effective listening.
24. Explain the ways to conduct effective presentations.
25. Explain the reasons for stress at work place.
26. Mention the general rules of business etiquette.
27. Explain the use of Delphi technique in decision making ?
28. Mention the essential aspects of good writing.
29. Discuss the communication process.
30. Enlist the 7C's of good business correspondence.
31. Write a detailed note on internet etiquettes.

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Explain the barriers of communication.
33. Explain the important aspects to be considered in public speaking.
34. Discuss the most important attributes of soft skills that one must possess in today's competitive environment.
35. Communication play a great role in grooming a society and therefore it is inevitable. Briefly explain the scope and functions of communication.

(2 × 15 = 30 Marks)

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