

10/3/23(E)

[This question paper contains 2 printed pages.]

10 MAR 2023

Your Roll No.

SEC

Sr. No. of Question Paper : 3418

Unique Paper Code : 2036001005

Name of the Paper : NEP : UGCF2022 : SEC :
Personality Development and
Communication

Name of the Course : B.A. (Hons.) SEC

Semester : I

Duration : 1 Hour

Maximum Marks : 30

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **All** questions.

1. Elaborate on any three mediums of electronic communication.
(10)

Or

- Write a letter to an editor regarding pollution in the city.
(10)

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2. What are leadership skills? Throw light on skills that make a strong leader. (10)

Or

Describe some selling skills used for selling to peer groups and superiors. (10)

3. Write short notes on **any 2** of the following : (5+5)

- (a) Importance of communication
- (b) Verbal cues in presentation
- (c) Conflict management
- (d) Strategic selling

(5000)