



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) END TERM EXAMINATION (TERM - V)

Subject Name: Personal & Professional Excellence

Time: **02.30 hrs**

Sub. Code: PG29

Max Marks: **60**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.

SECTION - A

Attempt all questions. All questions are compulsory.

2.5×08 = 20 Marks

- Q. 1 (A): What do you mean by group discussion? Name seven skills required in GD.
- Q. 1 (B): What is extempore? What are the guidelines for effective extempore presentation?
- Q. 1 (C): What are the essentials of resume writing?
- Q. 1 (D): How counseling interviews are different from stress interviews. Elaborate.
- Q. 1 (E): Justify this quote of Christopher Voss- “Body language and tone of voice- not words- are our most powerful assessment tools.”
- Q. 1 (F): What are the do’s and don’ts of excelling in group discussions?
- Q. 1 (G): If an interviewer asked “Describe a situation where you weren’t satisfied with your job. What could have made it better?” What would be your answer?
- Q. 1 (H): What are the points need to remember at the time of controversial GD topic?

SECTION – B

Attempt any five out of six questions

04×05 = 20 Marks

- Q. 2: Differentiate between factual GD and abstract GD with examples.
- Q. 3: Why organizations conduct aptitude test? Discuss with example.
- Q. 4: “Attitudes Are Based On Assumptions. In Order to Change Attitude, One Must First Change One’s Assumptions.” Do you agree with statement, give reasons?
- Q. 5: What are the steps involved in effective exit interviews? Illustrate purpose and importance of exit interviews.
- Q. 6: How to make preparations for telephonic interview. Explain it separately for technical and HR rounds.
- Q. 7: “A job interview is not a test of your knowledge, but your ability to use it at right time.” Throw some light on the statement.

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study: ***Case - Advertising Radio FM Brand***

A young, gorgeous woman is standing in front of her apartment window dancing to the 1970s tune, “All Right Now” by the one – hit band free. Across the street a young man looks out of his apartment window and notices her. He moves closer to the window, taking interest. She cranks up the volume and continues dancing, looking out the window at the fellow, who smiles hopefully and waves meekly. He holds up a bottle of wine and waves it, apparently inviting her over for a drink. The lady waves back. He kisses the bottle and excitedly says, “Yesss.” Then, he gazes around his apartment and realizes that it is a mess. “No!” he exclaims in a worried tone of voice. Frantically, he does his best to quickly clean up the place, stuffing papers under the sofa and putting old food back in the refrigerator, He slips on a black shirt, slicks back his hair, sniffs his armpit, and lets out an excited , “Yeahhh!” in eager anticipation of entertaining the young lady. He goes back to the window and sees the woman still dancing away. He points to his watch, as if to say “Come on. It is getting late.” As she just continues dancing, he looks confused. Then a look of sudden insight appears on his face, “Five,” he says to himself. He turns on his radio and it too is playing “All Right Now.” The man goes to his window and starts dancing as he watches his lady friend continue stepping. “Five, yeah,” he says as he makes the “okay” sign with his thumb and forefinger. He waves again. Everyone in the apartment building is dancing by their window to “All Right Now.”

Question

Q 8(A): What is non – verbal communication? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman? What types of non – verbal communication are being used in this case?

Q8(B): Would any of the non-verbal communications in this spot (ad) not work well in another culture?

