

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BCA  
BRANCH: BCA**

**SEMESTER : IV  
SESSION : SP/2025**

**SUBJECT: MN201 PERSONALITY DEVELOPMENT**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Describe Gordon Allport's hierarchy of personality traits?	[5] 2	2
Q.1(b)	What are the dos and don'ts of group discussion?	[5] 3	3
Q.2(a)	What is a mock interview? Explain the importance of mock interviews with appropriate reasoning	[5] 2	1
Q.2(b)	How can problem solving and decision making techniques help in making better choices and what steps are involved in each process?	[5] 4	2
Q.3(a)	What are the benefits of self-awareness of understanding self?	[5] 2	1
Q.3(b)	Read the following case study carefully and answer the following questions.	[5] 4	1
"Fresh Bite - The Healthy Snack Startup"			
Fresh Bite is a startup that offers healthy, ready-to-eat snack bars made from natural ingredients like nuts, seeds, and dried fruits. The brand quickly gained popularity among health-conscious millennials in urban areas.			
However, as it plans to expand to supermarkets and online platforms, Fresh Bite conducts a SWOT analysis to assess its position:-			
Strength: - Unique recipes and no added preservatives.			
Weakness: Limited distribution network.			
Opportunity: - Growing demand for healthy snacks in tier-2 cities.			
Threat: Entry of international health food brands in the Indian market.			
Q1-Based on the SWOT analysis, suggest one strategy Fresh Bite can adopt to grow its market presence.			
Q2-How can Fresh Bite use its strengths to tackle the threat of international competitors?			
Q.4(a)	Prepare your resume for a suitable job in the IT sector.	[5] 2	6
Q.4(b)	How do you define success? Explain A B C D of positive personality for employment.	[5] 2	1
Q.5(a)	What are interpersonal skills, and why are they important in a professional environment? Explain how effective communication contributes to strong interpersonal relationships.	[5] 2	1
Q.5(b)	Define time management and explain its significance for students and professionals? Provide example.	[5] 4	4

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