



**POORNIMA UNIVERSITY, JAIPUR.**  
**MID SEMESTER EXAMINATION 2020-21 (ODD Semester)**

School : School of Commerce & Management  
Course : II Year III SEM – BBA (All SPL)  
Subject Name : Personality Development  
Subject Code : BBX03107\_BBB03107\_BBC03107

Max. Time: 1.5 hrs.

Max. Marks: 12

**NOTE:-** Attempt all questions from Section A. Section B & C, there is internal choice in Q. 1 & 2, Q. 3 & 4, & Q. 5 & 6. All questions are Application Based Questions (H)

**Sec-A (Maximum Marks 6)**

**Marks**

**Complete the following sentences by selecting the correct word.**

- Q.1** (a) My little cousin turns \_\_\_\_\_(to, too, two) years old tomorrow.  
(b) The next-door neighbour's dog is \_\_\_\_\_(quite, quiet, quit) loud. He barks constantly throughout the night.

**OR**

- Q.2** (a) \_\_\_\_\_(Your, You're) mother called this morning to talk about the party.  
(b) I would rather eat a slice of chocolate cake \_\_\_\_\_(than, then) eat a chocolate muffin.
- Q.3** (a) Before the meeting, he drank a cup of coffee and \_\_\_\_\_(than, then) brushed his teeth.  
(b) Tonight she will \_\_\_\_\_ (right, write) a cover letter to accompany her resume and job application.

**OR**

- Q.4** (a) We will bring \_\_\_\_\_ cameras to take pictures (are, our)  
(b) They \_\_\_\_\_ our proposal for the conference (accepted, excepted)

Craft an elevator pitch for the following situation. Follow these guidelines given below:

It can include only 5-6 sentences and be spoken in 30-40 secs.

- It should be interesting & memorable.
- It should answer the three questions: Who are you? What do you do? What are you looking for?

- Q.5** **You ride the metro everyday to get to your university. It's a typical Monday morning with office-goers jostling in and out endlessly and you are half-reading a voluminous book on "Marketing" (you can assume it to be HR/Finance/Designing/etc.) and half worrying about your job placement. As you look up, you see a mid-aged lady and courteously offer her a seat....soon to realize that she is really the Recruitment Head of the dream company you've been trying to contact and apply to for a few months now. She sees your bag with the university's logo, smiles and says, "Thanks for the seat. What do you do? Isn't it placement season soon?"**

**OR**

- Q.6** Your 1000-apartments complex is having a grand carnival and you need sponsors for this Program. Three new students' coaching centres have opened on your street. You are meeting the sales manager of one of the centres to ask for the platinum sponsorship of Rs.25,000. What would your pitch be to attract them for the sponsorship?

**Sec-B (Maximum Marks 6)**

- Q.7** The story uses irony as a technique because  
(a) The woman returned her own brother's letter without opening it  
(b) The woman broke the agreement of receiving blank letters to convey well being of her brother  
(c) Mr. Hill accepted the letter addressed to the woman  
(d) In the modern times a brother has no time to write a letter to his ow sister.

- Q.8** The woman returned the letter to the postman because

- (a) She could not pay the postage
- (b) The letter was not addressed to her
- (c) She already knew the contents of the letter
- (d) She hated the person who wrote the letter

- Q.9** Mr. Hill paid the postage because  
(a) The letter was from her brother  
(b) The woman was his relative  
(c) The letter was addressed to him

- Q.10** (d) He wanted to be kind to her  
The envelope contained  
(a) A currency note  
(b) Two written sheets  
(c) No sheet at all  
(d) A blank sheet
- Q.11** The woman and her brother had agreed that  
(a) A letter with no postage meant good news  
(b) The blank sheet meant being well  
(c) The blank sheet meant bad news  
(d) The letter with no postage meant unimportant news

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