

**Total No. of Pages:** 1  
Register Number:  
Name of the Candidate:

**5801**

**B.B.A. DEGREE EXAMINATION December 2014**  
**(AVIATION, TOURISM AND HOSPITALITY MANAGEMENT)**

**(SECOND YEAR)**

**(PART-III)**

**220. PERSONALITY DEVELOPMENT**

Time: Three hours

Maximum: 100 marks

**SECTION – A**

**(10×2=20)**

**Answer ALL questions**

**1. Write short notes on:**

- a) Personality Development.
- b) Heredity.
- c) Motivation.
- d) Organisational role stress.
- e) Interpersonal Conflicts.
- f) Leadership.
- g) Profession.
- h) Team Building.
- i) Attitudes.
- j) Emotional Quotient.

**SECTION – B**

**(4×10=40)**

**Answer any FOUR questions**

2. What are the major Determinants of personality? Explain briefly.
3. How does personality relate to organisational behaviour? Explain with suitable example .
4. Explain various types of Attitudes.
5. “Money holds the key to work motivation in modern business organisations”-Discuss.
6. Describe the strategies adopted to manage or cope with stress.
7. Elucidate the necessary qualities required for a good leader.

**SECTION – C**

**(2×20=40)**

**Answer any TWO questions**

8. Explain the various methods of attitudes measurement? How attitudes can be changed?
9. Critically examine the Maslow’s need Hierarchy of motivation and bring out its limitations.
10. Explain the three broad categories of stress.
11. Discuss the trait theory of leadership.

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