

## AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/GE504A/2026/BSCHS\_SEM5

(Fifth Semester) Examination, 2026

GE -504 A Personality Development and Business Communication

(2021 Pattern)

Time: 2 Hrs. 30 Mins.

Maximum Marks: 50

**Instructions: -**

- (i) Solve any five questions  
(ii) All questions carry equal marks.  
(iii) Draw diagrams wherever necessary.

**Q1. Explain the terms:**

- A) Business Communication [2]  
B) Mentoring [2]  
C) Negative attitude [2]  
D) Self Esteem [2]  
E) Body language [2]
- Q2.A) What are the principles to be followed to give an effective presentation? [5]  
B) Explain the concept of personal goal setting and actions to achieve the goal. [5]
- Q3.A) What are the benefits of positive attitude? [5]  
B) Your friend is preparing for an interview. Give tips to prepare him/ her for the interview. [5]
- Q4.A) Write a letter of appreciation, as Human Resource manager, for an excellent social work conducted by a housekeeping employee of your organization. Assume suitable data. [5]  
B) How can the employer promote a positive culture around mental health at workplace? [5]
- Q5.A) Write short note on Johari Window. [5]  
B) Mention the objectives of Business communication. [5]
- Q6.A) Write a letter as a customer, inquiring about room booking in the five-star hotel. Assume suitable data [5]  
B) Explain three Ego states of transactional analysis. [5]
- Q7.A) What are the steps to build positive self-esteem? [5]  
B) Write short note on Workplace Etiquette. [5]

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