

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII)
Examination – July 2018

MOS 2207 – Personality Development

Two (02) Hours

Answer any Four (04) questions in total, including Question No. 01

1. “Personality is the external appearance of a person.”
 - i. Do you agree with the above statement? Justify your answer. (10 Marks)
 - ii. Briefly explain your personality type according to Big Five personality model. (10 Marks)
 - iii. Compare the following two theories.
 - a. Freud’s theory of personality
 - b. Adler’s theory of personality(10 Marks)
 - iv. Assume that you are the Marketing Manager of ABC Private Limited. The company’s Managing Director asked you to schedule a meeting with an important supplier, and plan out a lunch at Cinnamon Lakeside Hotel, Colombo. Briefly explain the duties assigned to you as the host? (10 Marks)

(Total: 40 marks)
2. “E-mails are becoming a more popular way of written communication.”
 - i. Briefly explain five (05) e-mail etiquettes. (10 Marks)

- ii. Briefly explain three (03) habits of ineffective listeners with suitable examples?
(10 Marks)

(Total: 20 marks)

3. "Communication must be HOT, That's Hot, Open and Two-way." – *Dan Oswald*
According to the above statement, talking and listening are equally important in verbal communication.

- i. Briefly explain the components of verbal communication.

(10 Marks)

- ii. Compare and contrast between Analytical Listening and Active Listening.

(10 Marks)

(Total: 20 marks)

4. There are two ways to resolve conflicts, through violence or negotiation. Violence is for wild beasts, negotiation is for human beings- *Marcus Tullius Cicero*

- i. What are the critical elements in a negotiation process and why are they so important?

(08 Marks)

- ii. Briefly explain the common negotiation techniques with appropriate examples.

(12 Marks)

(Total: 20 marks)

5. Write short notes on any **four** (04) topics from the following:

- i. Red Flag Listening
- ii. Basic Traits – by Gordon Allport
- iii. Self Esteem Vs. Self Confidence
- iv. Personality Disorders
- v. Micro Expressions
- vi. Neuro-Linguistic Programming

(04 x 5 = Total 20 marks)