

## **SEMESTER 2**

### **COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT**

**Course Code: BCA-PC(L)-121**

**Course Credit: 3**

**Maximum Marks: 100**

**Minimum Passing Marks: 40**

**Time: 3 Hours**

**External: 70**

**Internal: 30**

**Note:** Examiner will be required to set nine questions in all. First question will be compulsory, consisting of objective type/short answer type questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. A candidate will be required to answer five questions in all, selecting one question from each unit in addition to compulsory question number one. All questions will carry equal marks.

#### **UNIT-I**

Personality: Definition, Elements, Determinants.

Personal Grooming: Personal Hygiene, Social Effectiveness, Business Etiquettes (Power Dressing).

#### **UNIT-II**

Body Language: Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language, Proxemics.

Art of Good Communication: Verbal & Non-Verbal Communication, Difference between Oral and Written Communication, 7' Cs of Effective Communication, Importance of Effective Communication.

#### **UNIT-III**

Team: Team Behaviour, Types of Teams, Team Roles and Behaviour.

Group Discussion: Do's and Don't.

#### **UNIT-IV**

Interview Preparation: Introduction, Resume Writing, Dress Code, Mock- Interview, How to be successful in an Interview.

#### **TEXT AND REFERENCE BOOKS:**

1. C. S. Venkata Ratanam and B. K. Srivastava, Personal management and Human Resources, Tata McGraw Hill Publishing Ltd. New Delhi, 2005.
2. Keith Davis, Human Behaviour at Work, Tata McGraw Hill Publishing Ltd. New Delhi, 1975.
3. Thomas A. Harris, I m OK, You re OK, Pan Books, London and Sydney, 1973.
4. Ranjana Salgaocar, Pleasure of your Company, Pyramid Publishers, Goa, 1995.
5. Arun Agarwal, How to get the job you want, Vision Books, New Delhi, 1997.
6. Rohit Anand and Sanjeev Bikhchandani, Get That Job, Harper Collins, 1996.