



UNIVERSITY OF NORTH BENGAL
BBA (TAH) Programme 1st Semester Examination, 2020

DSC1-BBA

PERSONA MANAGEMENT AND SOFT SKILLS

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any *three* of the following questions

20×3 = 60

1. Define Soft and Hard Skills. What are the features of Soft Skills? Discuss the importance of Hard and Soft Skills. 4+8+8=20
2. Define Grooming. State its importance in the Service Industry. Mention the different types of skin and write down the skin care process for each skin type. 8+2+10=20
3. What is Self Analysis? Discuss SWOT Analysis and PESTLE Analysis in detail. 4+8+8=20
4. Write the difference between Extrinsic and Intrinsic Motivation. Explain the Maslow's Need Hierarchy Theory. What are the tools to execute Self Introspection? 7+8+5=20

—x—