INSTRUCTIONS TO CANDIDATES

1. Immediately after the commencement of the Examination, you should check that this Booklet does not have any unprinted or torn or missing pages or items, etc. If any of the above defects is found, get it replaced by a Complete-Question Booklet of the available series.

2. Write clearly the Question Booklet Version Code A, B, C, D or E, in the appropriate space provided for the purpose, in the OMR Answer Sheet.

3. Enter the name of the Subject, Reg. No., Question Booklet version code and affix Signature on the OMR sheet. As the answer sheets are designed to suit the Optical Mark Reader (O.M.R.) system, special care should be taken to fill those items accurately.

4. This Question Booklet contains 55 questions, Part – A contains 40 questions of one mark each and Part – B contains 15 questions of two marks each. All questions must be attempted. Each question contains four answers, among them one correct answer should be selected and shade the corresponding option in the OMR sheet.

5. All the answers should be marked only on the OMR sheet provided and only with a black or blue ink ball point pen. If more than one circle is shaded / wrongly shaded / half shaded for a given question no marks will be awarded.

6. Questions are in both English and Kannada. If any confusion arises in the Kannada version, please refer to the English version of the questions.

7. Immediately after the final bell indicating the closure of the examination, stop making any further markings in the OMR Answer Sheet. Be seated till the OMR Answer Sheet is collected. After handing over the OMR Answer Sheet to the Invigilator you may leave the examination hall.
PART - A

Choose the best option. Each question carries one mark. (40×1=40)

1. Time management is important
   a) Only to forgetful person
   b) Only to busy person
   c) To avoid wastage of time
   d) None of the above

2. Tools used by a person to properly manage time
   a) To-do list
   b) Effective file management
   c) Action programmes
   d) All the above

3. Time stress cannot be managed by
   a) To-do list
   b) Action programmes
   c) Setting priorities
   d) Thinking about an action

4. Not a trait of good leader
   a) Proactive
   b) Influence
   c) Inspire
   d) Dictator

SPACE FOR ROUGH WORK
5. Ability to influence and align others towards a common purpose is
   a) Team work
   b) Motivation
   c) Leadership
   d) Management

6. An ideal leader's character includes
   a) Honesty
   b) Competency
   c) Co-operativeness
   d) All the above

7. Leadership may be
   a) Formal
   b) Informal
   c) Both
   d) None of the above

8. Leadership skills are
   a) Human skills
   b) Conceptual skills
   c) Technical skills
   d) All the above

9. A priority is
   a) An action or intention that takes precedence
   b) The most desirable goal
   c) The goal you accomplish first in any given way
   d) The most beneficial goal

__SPACE FOR ROUGH WORK__
10. People who are confident in themselves are _______ in leadership and sales positions.
   a) Emotionally insecure  
   b) More effective  
   c) Less effective  
   d) More dissatisfied

11. There are _______ steps in the goal-setting process.
   a) Two  
   b) Three  
   c) Four  
   d) Five

12. A “Wondering generality” refers to
   a) Poor essay writing  
   b) Someone without a goal or set direction  
   c) A flexible and realistic goal setting strategy  
   d) A specific course of action

13. One of the main aims of creativity in advertising is to gain
   a) attention  
   b) awareness  
   c) brand loyalty  
   d) interest
14. EL – Murad and West present a paper in the Journal of advertising research which examines which of the following?
   a) Creating effective advertising   b) Defining advertising creativity
   c) Advertising message appeals   d) Copy writing and art direction

15. Creativity is the driver and perquisite
   a) Innovative outcomes   b) Goal settings
   c) Time management   d) All the above

16. Characteristics of creativity includes
   a) Universal and innate   b) Produces something new
   c) Wider scope   d) All the above

17. Creativity is used in
   a) Arts and Fine arts   b) Science
   c) a and b Both   d) None of the above
18. Personality factors influencing creativity includes
a) Interest and curiosity
b) Dedication and devotion
c) Both a) and b)

19. Values connected with solidarity of community is termed as
a) Individual
b) Collective
c) Intrinsic
d) Instrumental

20. Barriers to creativity are
a) attitude  
  b) perceptions
b) employees  
  d) above all

21. Characteristics of Innovation are
a) Measurability
b) Fund requirement
c) Immeasurable
d) Both a) and b)

22. Valuing your thoughts and yourself makes you
a) Confident
b) Assertive
c) Superior
d) Dominant

SPACE FOR ROUGH WORK
23. Saha – asthitva means
   a) Co-existance  
   b) Co-operation  
   c) Co-option  
   d) Corporate identity

24. Many human values seen good are right due to
   a) Positive feelings  
   b) Internal happiness  
   c) Natural acceptance  
   d) All of these

25. Communicating with others by gestures, actions etc. is an example of
   a) Verbal communication  
   b) Action communication  
   c) Non-verbal communication  
   d) None of these

26. ________ is communicating values, ideas, beliefs, opinions, needs and wants.
   a) Possessiveness  
   b) Positiveness  
   c) Assertiveness  
   d) Receptiveness

27. The ability to accurately receive and interpret messages in the process of communication is called
   a) Listening  
   b) Talking  
   c) Writing  
   d) None of these
28. ________ plays a vital role in the success of an individual.
   a) Stress management  b) Stress  c) Awareness  d) Problem

29. Working with others to identify, define and solve problems is known as
   a) Trouble creating  b) Trouble shooting  c) Negotiation  d) Problem solving

30. The ability to pick one solution where positive outcome can outweigh possible losses is called
   a) Negotiation skills  b) Planning skills  c) Decision making skills  d) Organising skills

31. Logic and reasoning are key to
   a) Responding to a message  b) Message understanding  c) Receiving a message  d) Critical listening
32. The feedback under oral communication will be
   a) Very slow
   b) Moderate
   c) Immediate
   d) No feedback

33. Leadership roles first emerge in
   a) Intrapersonal communication
   b) Small group communication
   c) Face-to-Face public communication
   d) None of these

34. The process of successfully influencing achievement of a common goal is
   a) Leadership
   b) .Subordination
   c) Neither a) or b)
   d) Both a) and b)

35. Interpersonal skills are referred to as
   a) Social skills
   b) People skills
   c) Soft skills
   d) All of these

36. The letter “S” in SMART stands for
   a) Special
   b) Specific
   c) Social
   d) Scientific
37. The letter ‘M’ in SMART stands for
   a) Meaningful
   b) Meeting
   c) Measurable
   d) Money

38. The letter ‘A’ in SMART stands for
   a) Action
   b) Attitude
   c) Achievable
   d) Arrogant

39. An observable and measurable end result to be achieved is called
   a) Vision
   b) Mission
   c) Goal
   d) Result

40. Goal setting enables
   a) More utilization of resources
   b) Optimum utilization of resources
   c) Less utilization of resources
   d) None of the above
Choose the best option. Each question carries 2 marks.

15 \times 2 = 30

41. By goal setting one can
   a) Improve self confidence
   b) Lose ability
   c) Make friends
   d) All the above

42. Priority of 3 activities includes
   a) Applying for financial aid
   b) Picking up a child from day care
   c) Attending classes
   d) Alphabetizing your cassette tapes

43. I want to raise my grade in maths to ‘A’. This goal is
   a) Specific
   b) Unimaginative
   c) Impossible
   d) Not very Interesting

44. Most important human values are
   a) Co-operation
   b) Caring
   c) Honesty
   d) All of these

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Space for rough work

A
45. Importance of self awareness is
   a) awareness of your body
   c) none of these

46. First step in goal setting is
   a) Identifying your goals
   c) List objectives

47. The purpose of value education is to
   a) Foster universal core values
   c) Develop values in individuals

48. Autocratic leadership style means
   a) leader has complete power
   c) discussion is not allowed

   b) Need analysis
   d) Create plan of actions

   b) Make the syllabus easy
   d) Both a) and c)

   b) opinion of the group is not taken
   d) all the above
49. Each of these are one of the seven competency characteristics of effective leader EXCEPT
   a) Drive
   b) Intelligence
   c) Self-confidence
   d) Authority

50. Meditation is related to
   a) Mind
   b) Body
   c) College
   d) Teacher

51. Which is the best method for stress management?
   a) Laughing
   b) Playing
   c) Listening to music
   d) All of these

52. Components of ethical values are
   a) trustworthiness
   b) respect
   c) responsibility
   d) all of these
53. Creativity rests on  
   a) Divergent thinking  
   b) Convergent thinking  
   c) Both a) and b)  
   d) Innovation  

54. Keeping an end result of securing a job in a MNC is  
   a) Career goal  
   b) Professional goal  
   c) Financial goal  
   d) Diet fitness goal  

55. Body talk is also known as  
   a) Noise  
   b) Over flow  
   c) Leakage  
   d) Physical communication