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.

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PART - A

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

1. Innovation is both conceptual and
   a) Perpetual   b) Expensive
   c) Non existence   d) None of the above

2. Saha-asthitva means
   a) Co-existence   b) Co-operation
   c) Co-option   d) Corporate identity

3. How are the messages sent through telex?
   a) Written letters   b) Simultaneously the message is typed at the receiver
   c) Through e-mail   d) None of these

4. ___________ is an interpersonal skill training.
   a) Soft skill   b) Hard skill
   c) Intermediate skill   d) Basic skill

SPACE FOR ROUGH WORK
5. ________ is one of the tools of time management.
   a) Avoid meetings  b) Planning each day effectively
c) Procrastination  d) Neglecting long term projects

6. In which type of self-representation technique, people advertise their weaknesses or dependence on others as a means of achieving their goals?
   a) Intimidation  b) Exemplification
c) Self-promotion  d) Supplication

7. ________ are meant to inspire, instruct and set a good example.
   a) Autocrats  b) Bureaucrats  c) Role models  d) Dictators

8. In ________ leadership, a leader uses less institutional power and less control while shifting authority to those who are being led.
   a) Authoritative  b) Servant  c) Democratic  d) Team

9. The clearly stated goal looks at
   a) What you want  b) When you want to get it
c) How you will get it  d) All of these

   a) How will you get it?
   b) What do you want to get?
   c) When will you get it?
   d) All of these
10. If the trait theory of leadership were true, then all leaders would possess:
   a) Charisma  b) The same traits  c) Different traits  d) Seven traits

11. According to Hathaway, patients with high levels of anxiety may benefit most from _______ prior to their operation.
   a) A clear account of what they are likely to experience
   b) Sensory information
   c) An unstructured discussion
   d) Listening to soothing music

12. The technique used by the boss to inform a common message to all the workers and staff
   a) Notice  b) Memo  c) Advertisement  d) Announcement

13. In the Ohio state studies, _______ refers to how much mutual trust exists between employees and leaders.
   a) Consideration of dignity  b) Consideration of limitations  c) Initiating structure  d) Initiating ideas
14. Building a schedule includes
   a) Attending classes and prioritising goals
   b) Attending classes
   c) Prioritising goals
   d) Setting weekly and daily goals and prioritising them

15. A person who managed large projects was termed as the entrepreneur in the
   a) Earliest period  
   b) Middle ages  
   c) 17th century  
   d) 19th and 20th century

16. In which year LeFrannoais offered the definition for the significant self-awareness?
   a) 1993  
   b) 1983  
   c) 1996  
   d) 1986

17. Pareto’s principle is better known as __________ rule.
   a) 50 – 50  
   b) 60 – 40  
   c) 70 – 30  
   d) 80 – 20

18. Behavioural theories of leadership mainly focuses on
   a) Who effective leaders are
   b) What characteristics effective leaders had
   c) How to identify effective leaders
   d) What effective leaders did

   __________ rule
   a) 50 – 50  
   b) 60 – 40  
   c) 70 – 30  
   d) 80 – 20
19. The term ___________ is a general term used to refer how someone thinks about, evaluates or perceives own self.
   a) Self-motivation       b) Self-desire
   c) Self-actualisation    d) Self-concept

20. ___________ leadership style tends to centralise authority and make unilateral decisions.
   a) Cultural            b) Autocratic
   c) Democratic          d) Laissez-faire

21. Which one of the following is not listed in the SMART acronym?
   a) Measurable          b) Specific
   c) Adjustable          d) Rewarded

22. Carl Rogers created a theory implicating growth potential whose aim was to integrate congruently the ___________ and ___________.
   a) Real self; actual self       b) Real self; ideal self
   c) Actual self; artificial self d) Ideal self; cognitive self
23. The first in managing one’s stress effectively is to
   a) Alter the situation
   b) Adapt to the stressor
   c) Identify the sources of stress
   d) Avoid unnecessary stress

24. Determining the basic long term goals and objectives of an enterprise and
   the adoption of courses of action and allocation of resources necessary for
   carrying out these goals is known as
   a) The operational level of a plan
   b) Strategy
   c) Portfolio management
   d) Enterprise

25. _______ is a specific area in which a person needs to change.
   a) Psychological need
   b) Developmental need
   c) Behavioural need
   d) Social need

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

   ______________________________________________________________
   a) _______
   b) _______
   c) _______
   d) _______

   SPACE FOR ROUGH WORK
27. The communication that is perceived by the ear
   a) Pictorial representation  b) Oral
   c) Auditory symbols  d) Gestures

28. Sarvangasana and Shavasana helps in preventing
   a) Body pain  b) Stress  c) Back pain  d) Diabetes

29. An established set of decisions to deal with specific activities which recur frequently within the organisation is known as
   a) A standing plan  b) An operational plan  c) A single use plan  d) A strategic plan

30. Self-esteem can result from various factors, including genetic factors, physical appearance or weight, mental health issues, socio-economic status, peer pressure or bullying.
   a) High  b) Medium  c) Low  d) Secure

31. Which among the following is/are important human values?
   a) Honesty  b) Respect  c) Trust  d) All of the above

   a) अन्यायाधीन  b) रुपेण  c) लक्षित  d) रुपेण इत्यादि
32. Which among the following is developed through practices in focusing the attention on the details of personality and behaviour?  
   a) Self-actualisation  
   b) Self-esteem  
   c) Self-concept  
   d) Self-awareness  
   (a)  (b)  (c)  (d)  

33. Yoga helps to attain better  
   a) Sleep  
   b) Friendship  
   c) Knowledge  
   d) None of the above  
   (a)  (b)  (c)  (d)  

34. _______ is an action plan.  
   a) A set of steps to be followed to reach a goal  
   b) A good credit rating  
   c) A system to beat the odds  
   d) A dream  
   _______  
   (a)  (b)  (c)  (d)  

35. Leadership promotes  
   a) Team spirit  
   b) Medium spirit  
   c) Low spirit  
   d) No spirit  
   _______  
   (a)  (b)  (c)  (d)  

36. Motivation is important for  
   a) Effective use of resources  
   b) Healthy industrial relations  
   c) Improved corporate image  
   d) All of the above  
   _______  
   (a)  (b)  (c)  (d)  

SPACE FOR ROUGH WORK
37. "I will graduate knowing that I did my best". What kind of goal is this?
   a) Life-long goal  b) Short-term goal  c) Long-term goal  d) Secure goal
   "ಅ ಕೂಡಾ ಗುರುವುದು ಆಧಾರಿತವಾಗಿ ದೈನಂದನೆ ರೀತಿಯೊಂದು ಲಿಂಗದಲ್ಲಿಯು. ಎನ್ನುವುದು ಎನ್ನುವುದು ನೋಟಗಾರತ್ತು?
   a) ಕಾರ್ಯಯುಕ್ತಪಡಾಡಿ b) ಕಾರ್ಯಕ್ಕೆ ರೆಡ್ b) ಕಾರ್ಯರೂಪಕ್ಕೆ ರೆಡ್ d) ಕಾರ್ಯಕ್ಕೆ ರೆಡ್

38. According to Bishop et al., what does mindfulness involve?
   a) Learning to distract from stressful thoughts
   b) Using a mantra when stressed
   c) Learning to identify and challenge worrisome thoughts
   d) Self-regulation of attention
   "ಅಂತ್ಯದ ರುಂದು, ರೂಪಕಟ್ಟಿನಲ್ಲಿ ರೂಪಕಟ್ಟಿನ ನಿರ್ದಿಷ್ಟವಾಗಿ?
   a) ಭವನದಲ್ಲಿ ಸ್ಥಿರತೆಯನ್ನು ವಿಸ್ತಾರದ ಪೂರೀಕರಣಕ್ಕಾಗಿ b) ಭವನದಲ್ಲಿ ಸ್ಥಿರತೆಯನ್ನು ವಿಸ್ತಾರದ ಪೂರೀಕರಣಕ್ಕಾಗಿ
c) ಭವನದಲ್ಲಿ ಸ್ಥಿರತೆಯನ್ನು ವಿಸ್ತಾರದ ಪೂರೀಕರಣಕ್ಕಾಗಿ d) ಭವನದಲ್ಲಿ ಸ್ಥಿರತೆಯನ್ನು ವಿಸ್ತಾರದ ಪೂರೀಕರಣಕ್ಕಾಗಿ"

39. A democratic participate leader
   a) Seeks input but makes the final decision by oneself
   b) Seeks input and shares the final decision
   c) Makes final decision without input
   d) Shares final decision without input
   "ಯುದ್ಧಗಾರತ್ತು ಸ್ಥಿರತೆಯನ್ನು ನೋಟೆಸಿ?
   a) ಯುದ್ಧಗಾರತ್ತು ಸ್ಥಿರತೆಯನ್ನು ನೋಟೆಸಿ b) ಯುದ್ಧಗಾರತ್ತು ಸ್ಥಿರತೆಯನ್ನು ನೋಟೆಸಿ
c) ಯುದ್ಧಗಾರತ್ತು ಸ್ಥಿರತೆಯನ್ನು ನೋಟೆಸಿ d) ಯುದ್ಧಗಾರತ್ತು ಸ್ಥಿರತೆಯನ್ನು ನೋಟೆಸಿ"

40. Path-goal model of leadership was introduced by
   a) Martin Evans and Robert House  b) Fred Fielder
   c) Robert House  d) Whetton
   "ಪಥ-ಮಂದಿಕೆ ನಿರ್ದೇಶನದ ಗಳನ್ನು ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಹೊರಡಿಸಿದರು?
   a) ಮಿತ್ರ ನಿರ್ದೇಶನದ ಗಳನ್ನು ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಹೊರಡಿಸಿದರು b) ಮಿತ್ರ ನಿರ್ದೇಶನದ ಗಳನ್ನು ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಹೊರಡಿಸಿದರು
c) ಮಿತ್ರ ನಿರ್ದೇಶನದ ಗಳನ್ನು ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಹೊರಡಿಸಿದರು d) ಮಿತ್ರ ನಿರ್ದೇಶನದ ಗಳನ್ನು ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಹೊರಡಿಸಿದರು"

SPACE FOR ROUGH WORK
Choose the best option. Each question carries 2 marks.

41. __________ employment tool might give you a very useful feedback about your interpersonal skills
   a) Policy and procedures manual  b) Safety checklist
   c) Performance evaluation    d) Department budget

42. __________ is very slow.
   a) Verbal communication  b) Non-verbal communication
   c) Written communication d) Assertiveness

43. Divergence dimensions of advertising creativity includes
   a) Artistic values  b) Flexibility
   c) Originality    d) All of the above

44. Creativity can be influenced by the relationship between an agency and
   a) Controllers  b) Channels
   c) Clients      d) Consumers

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SPACE FOR ROUGH WORK
45. Relaxation is best used when
   a) Immediately following times of significant stress
   b) At times of both low and high stress
   c) At times of great stress
   d) As part of a meditation routine

46. Trait theory helps explain why
   a) Some people are leaders
   b) Some people are not leaders
   c) Successful leaders are effective
   d) Leadership involves extroversion

47. is/are the characteristics of extroversion.
   a) Sociable
   b) Talkative
   c) Assertive
   d) All of the above

48. Modesty is
   a) Considered to be a more masculine than feminine behaviour
   b) Not an effective self-presentation strategy
   c) Most effective as a self-presentation strategy when others are aware of your success
   d) Much more effective than self-promotion in achieving one's goals
49. Self-esteem is maintained through both _______ and
   a) Self-promotion; supplication
   b) Self-reflection; social comparison
   c) Self-monitoring; lack of reflective thinking
   d) Development of an independent self; development of an inter-dependent self
   _______ _______

50. Hygiene theory of motivation is also called as
   a) Two factor theory of motivation
   b) Satisfaction theory
   c) Dissatisfaction theory
   d) Basic needs theory

51. Facing problems while trying to reach a goal and then claiming to be a failure
   is an example of
   a) Realistic thinking
   b) The best way to reach a goal
   c) Distortion of thinking
   d) Adjustment of thinking process

52. The 80:20 rule says
   a) 80% of the results are achieved with only 20% of the effort
   b) Typically 80% of unfocussed effort generates 20% result
   c) Both the above statements are true
   d) None of the above
53. Leaders are
   a) Individual people, while leadership is a process
   b) The first step in the leadership process
   c) Individual people who study the leadership process
   d) The final step in the leadership process

54. Goals of meta-cognitive therapy are
   a) Using mindfulness to help cope with difficult thoughts or emotions
   b) Encouraging engagement in feared situations
   c) Increasing flexibility in response to stressful situations
   d) All of the above

55. ________ is an example of time trap.
   a) Delegating tasks to others
   b) Unlimited social time
   c) Studying in a location free from distractions
   d) Thinking ahead

   ________ is an example of time trap.
   a) ________
   ________
   b) ________
   ________
   c) ________
   ________
   d) ________
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2. The candidate is required to fill in the columns A, B, C, D and E of OMR sheet (OMR) according to the instructions printed in the booklet.

3. The candidate should fill in the columns (A, B, C, D, E) as per the instructions printed in the booklet. The candidate should fill in only one option in each multiple-choice question.

4. If any column is not filled or if more than one option is filled in a multiple-choice question, the candidate's answer will be marked as incorrect.

5. Any marking that is not filled within the given space will be considered incorrect.

6. The instructions for the candidate are printed on the back page of the booklet. Read the instructions carefully before starting the examination.

Note: English version of the instructions is printed on the front page of this booklet.
PART - A

Choose the best option. Each question carries one mark. 

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

2. Creativity is used in
   a) Arts and Fine arts 
   b) Science 
   c) a and b Both 
   d) None of the above

3. Personality factors influencing creativity includes
   a) Interest and curiosity 
   b) Dedication and devotion 
   c) Both a and b 
   d) Communities

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

SPACE FOR ROUGH WORK
5. Barriers to creativity are
   a) attitude   b) perceptions  
   c) employees   d) above all

6. Logic and reasoning are key to
   a) Responding to a message   b) Message understanding
   c) Receiving a message   d) Critical listening

7. The feedback under oral communication will be
   a) Very slow   b) Moderate  
   c) Immediate   d) No feedback

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

9. The process of successfully influencing the activities of a group towards
    achievement of a common goal is
   a) Leadership   b) Subordination
   c) Neither a) or b)   d) Both a) and b)
10. Interpersonal skills are referred to as
   a) Social skills  b) People skills  c) Soft skills  d) All of these
   a) ಸಾಮಾನ್ಯ ಸಾಮರ್ಥ್ಯ  b) ಪ್ರವಾಸೀ ಸಾಮರ್ಥ್ಯ  c) ಕೆಲವು ಸಾಮರ್ಥ್ಯ  d) ಸಾಮರ್ಥ್ಯಗಳೆರಡಿ

11. _______ is communicating values, ideas, beliefs, opinions, needs and wants.
   a) Possessiveness  b) Positiveness  c) Assertiveness  d) Receptiveness
   a) ಪ್ರಕ್ರಿಯ  b) ಪ್ರಕ್ರಿಯೆ  c) ವಿಶ್ವಸ್ತರತೆ  d) ಸ್ಮರಿತತೆ

12. 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
   a) ಆಸ್ತಿಕ  b) ಹಿಳಿಸಿಕೊಂಡಿ  c) ಬರಹ  d) ಕೆಂಪು

13. _______ plays a vital role in the success of an individual.
   a) Stress management  b) Stress  c) Awareness  d) Problem
   a) ಸ್ಟ್ರೆಸ್ ಮೀಡಿಂಗ್  b) ಸ್ಟ್ರೆಸ್  c) ಆಧಾರ  d) ಉದ್ದೇಶ

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

15. 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

16. The letter “S” in SMART stands for
   a) Special  b) Specific
   SMART  a) Special  “S”  b) Specific

17. The letter ‘M’ in SMART stands for
   a) Meaningful  b) Meeting
   SMART  a) Meaningful  “M”  b) Meeting

18. The letter ‘A’ in SMART stands for
   a) Action  b) Attitude
   SMART  a) Action  “A”  b) Attitude
19. An observable and measurable end result to be achieved is called
   a) Vision        b) Mission        c) Goal        d) Result
   ಪತ್ರಣ, ಸಂಭಾವ್ಯ ಅಧ್ಯಯನ ಮತ್ತು ಸಾಮರ್ಥ್ಯದ ಪ್ರಮಾಣ ಹಾಗೂ ಅವಕಾಶದ ಮೇಲೆ ಹಾಗು ವೈವಿಧ್ಯದ ಮೇಲೆ
   a) ಸಂಭಾವ್ಯness        b) ಕ್ರಿಯೆಸಿಯಲು        c) ಅವಕಾಶ        d) ವೈವಿಧ್ಯ

20. Goal setting enables
   a) More utilization of resources
   b) Optimum utilization of resources
   c) Less utilization of resources
   d) None of the above
   ಗಾರ್ನ್ ಸಂಭಾವ್ಯ ಅರ್ಧಮಾನಿಕತೆಗಳಿಗೆ
   a) ಬರೆದಿರುವ ಅಪವೇತನ್ನು
   b) ಬರೆದಿರುವ ಅಮುಕೆನ್ನು
   c) ಬರೆದಿರುವ ಅಪವೇತನ್ನು
   d) ಕ್ರೀಡಾದರ ಮದ್ಯಮಗೊತ್ತ

21. 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
   ಸಮಯದ ನಾಯಕರು ಮತ್ತು ಆಮೈಗಳಿಗೆ
   a) ನೆಳಗಳ ನಾಯಕರನ್ನು
   b) ನೆಳಗಳ ಅವವಾಸಿಗಳನ್ನು
   c) ನೆಳಗಳ ನಾಯಕರನ್ನು
   d) ನೆಳಗಳ ನಾಯಕರನ್ನು

22. Tools used by a person to properly manage time
   a) To-do list
   b) Effective file management
   c) Action programmes
   d) All the above
   ಸಮಯದ ನಾಯಕರ ಮತ್ತು ಆಮೈಗಳಿಗೆ ನೆಳಗಳ ನಾಯಕರನ್ನು
   a) ನೆಳಗಳ ನಾಯಕರನ್ನು
   b) ಡಾಕ್ಸ್ ನಾಯಕರನ್ನು
   c) ನೆಳಗಳ ನಾಯಕರನ್ನು
   d) ನೆಳಗಳ ನಾಯಕರನ್ನು

23. Time stress cannot be managed by
   a) To-do list
   b) Action programmes
   c) Setting priorities
   d) Thinking about an action
   ಸಮಯದ ನಾಯಕರ ಮತ್ತು ಆಮೈಗಳಿಗೆ ನೆಳಗಳ ನಾಯಕರನ್ನು
   a) ನೆಳಗಳ ನಾಯಕರನ್ನು
   b) ಡಾಕ್ಸ್ ನಾಯಕರನ್ನು
   c) ನೆಳಗಳ ನಾಯಕರನ್ನು
   d) ನೆಳಗಳ ನಾಯಕರನ್ನು

SPACE FOR ROUGH WORK

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

25. Ability to influence and align others towards a common purpose is
   a) Team work     b) Motivation     c) Leadership     d) Management

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

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

28. Saha – asthitva means
   a) Co-existence     b) Co-operation
   c) Co-option     d) Corporate identity
29. Many human values seen good are right due to
   a) Positive feelings
   b) Internal happiness
   c) Natural acceptance
   d) All of these

30. 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

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

   ________ क्रियाकलाप, विविध क्रियाकलाप
   a) दो
   b) तीन
   c) चार
   d) पांच

32. 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

   “चुनौती व्यक्तिगत” अर्थात
   a) दोस्त लेखक
   b) निर्दय विद्वान नागरिक
   c) चरित्कालिक उपसना, अनुशंसा उपयोगिता संस्कृत कारणे
   d) विशेष व्यवस्था विद्वान
33. One of the main aims of creativity in advertising is to gain
   a) attention   b) awareness   c) brand loyalty   d) interest

34. 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

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

36. An ideal leader’s character includes
   a) Honesty   b) Competency
   c) Co-operativeness   d) All the above
37. Leadership may be
   a) Formal
   b) Informal
   c) Both
   d) None of the above

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

39. 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

40. People who are confident in themselves are ________ in leadership and sales positions.
   a) Emotionally insecure
   b) More effective
   c) Less effective
   d) More dissatisfied

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SPACE FOR ROUGH WORK
PART – B

Choose the best option. Each question carries 2 marks. (15×2=30)

41. Meditation is related to
   a) Mind    b) Body    c) College    d) Teacher
   ಮುಖ್ಯವಾಗಿ ಮನಿಟ್ಟೆ ಕೈಯಾಚಿಕೆ ದೊರಕೊಂಡಿರುವ ಸಂಭಾವ್ಯತೆಯು
   a) ಮನಿಟ್ಟೆ    b) ಕೆಲಸ    c) ಕಾಲಿಯಾರ   d) ಅಂತ್ರೋಗ್ಯ

42. Which is the best method for stress management?
   a) Laughing   b) Playing   c) Listening to music   d) All of these
   ವ್ಯಾಧಿಗಳು ಸುದೃಢಿಸುವುದು ಎಲ್ಲವೂ ಸಾಕ್ಷ್ಯಂದರು
   a) ಸಂದರ್ಶನ   b) ಸಹಜಿಕೆಯವರಿ   c) ಸುಂದರಿತ   d) ಕಾಲಿಯಾರ

43. Components of ethical values are
   a) trustworthiness   b) respect   c) responsibility   d) all of these
   ಈಗಿಜೀವನದಿಂದಲ್ಲಿ ಸಾಮಾಜಿಕ ಕೃತಿಯಾಧಿಪತ್ಯ
   a) ಸಂಧರ್ಶನ   b) ಸಂಸ್ಕಾರ   c) ಚಾರಿತ್ರೆ   d) ಅಂತ್ರೋಗ್ಯ

44. The purpose of value education is to
   a) Foster universal core values   b) Make the syllabus easy   c) Develop values in individuals   d) Both a) and c)
   ಸಾಮಾಜಿಕ ಕೃತಿಯಾಧಿಪತ್ಯ ಒಳಗಾಗುವ ಸಂವಲ್ಲನಕ್ಕೆ
   a) ಸಂಧರ್ಶನ   b) ಸಂಸ್ಕಾರಿಸುವುದು   c) ಚಾರಿತ್ರೆ   d) ಅಂತ್ರೋಗ್ಯ
   E
45. Autocratic leadership style means
   a) leader has complete power
   b) opinion of the group is not taken
   c) discussion is not allowed
   d) all the above

46. Each of these are one of the seven competency characteristics of effective
leader EXCEPT
   a) Drive
   b) Intelligence
   c) Self-confidence
   d) Authority
   a) ഉപാദാനം
   b) ആചരിക്കാൻ
   c) സ്വതന്ത്ര്യം
   d) അധികാരം

47. By goal setting one can
   a) Improve self confidence
   b) Lose ability
   c) Make friends
   d) All the above
   a) സ്വഭാവത്തിന്റെ സംവിധാനം
   b) സ്ഥിരതയോ കൊണ്ടിട്ടാപ്പെടുന്നതും
   c) ചോദ്യം പരിഹാരം
   d) കലർന്നു പൊന്നാന്

48. 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
   a) ലഭ്യ വിതരണം
   b) പിക്കുക മേഖലയിൽ
   c) പഠനമാർഗ്ഗം
   d) അമ്പത്ത് സെറ്റിംഗ്
49. I want to raise my grade in maths to 'A'. This goal is
   a) Specific
   b) Unimaginative
   c) Impossible
   d) Not very Interesting

50. Creativity rests on
   a) Divergent thinking
   b) Convergent thinking
   c) Both a) and b)
   d) Innovation

51. 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

52. Body talk is also known as
   a) Noise
   b) Over flow
   c) Leakage
   d) Physical communication
53. Most important human values are
   a) Co-operation
   c) Honesty
   b) Caring
   d) All of these

54. Importance of self awareness is
   a) awareness of your body
   b) awareness of your thoughts
   c) none of these
   d) both a) and b)

55. First step in goal setting is
   a) Identifying your goals
   c) List objectives
   b) Need analysis
   d) Create plan of actions
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.
Note: English version of the instructions is printed on the front page of this booklet.
PART - A

Choose the best option. Each question carries 1 mark.

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

2. Techniques of creativity are
   a) Brain storming
   b) Attribute listing
   c) Lateral thinking
   d) All the above

3. To be Assertive is to be
   a) Indirect
   b) Aggressive
   c) Firm
   d) Loud

4. Creativity is used in
   a) Arts and Fine arts
   b) Science
   c) a) and b) both
   d) None of the above
5. Body Talk is also known as
   a) Noise  
   b) Overflow
   c) Leakage  
   d) Physical communication

6. The Letter 'M' in SMART stands for
   a) Meaningful  
   b) Meeting
   c) Measurable  
   d) Money

7. 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

8. Keeping the goal of reducing the body weight by 10 kgs within 3 months is
   a) Unimaginative  
   b) Specific
   c) Impossible  
   d) Not very Inspiring
9. Working with others to identify, define and solve problems is known as
   a) Trouble creating   b) Trouble shooting
   c) Negotiation      d) Problem solving

10. The feedback under Oral communication will be
   a) Very slow  b) Moderate  c) Immediate  d) No feedback

11. Principles or values that actively pursue a goal is termed as
   a) Creativity   b) Ideals      c) Self awareness   d) Wisdom

12. Which of the following are elements of Interpersonal skills?
   a) Verbal communication   b) Non verbal communication
   c) Listening skills       d) All of the above

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SPACE FOR ROUGH WORK
13. ________ plays a vital role in the success of an individual.
   a) Stress management  b) Stress  c) Awareness  d) Problem

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

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

16. Goal setting enables
   a) More utilisation of resources  b) Optimum utilisation of resources  c) Less utilisation of resources  d) None of the above

17. 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
18. Ability to influence and align others towards a common purpose is
   a) Team work   b) Motivation   c) Leadership   d) Management

19. One of the main aims of creativity in advertising is to gain
   a) Attention       b) Awareness
   c) Brand loyalty   d) Interest

20. Saha-Asthilva means
    a) Co-existence   b) Co-operation
    c) Co-option      d) Corporate Identity

21. Time Management refers to
    a) Managing Time   b) Challenging Time
    c) Allocating Time d) None of the above

22. Time Management has been considered to be a sub-set of
    a) Project Management   b) Action Management
    c) Attention Management d) All the above

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SPACE FOR ROUGH WORK
23. Time Management is not aided by a range of
   a) Skills
   b) Tools
   c) Techniques
   d) Meditation

24. Leadership is often more associated with
   a) Consistency
   b) Planning
   c) Paper work
   d) Change

25. The capacity to influence people and accomplish goals is called
   a) Power
   b) Leadership
   c) Responsibility
   d) Status

26. Personality factors influencing creativity includes
   a) Interest and curiosity
   b) Dedication and devotion
   c) a) & b)
   d) Communities

27. The principles of values includes
   a) Love
   b) Care
   c) Integrity
   d) All of the above

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**SPACE FOR ROUGH WORK**
28. Values connected with solidarity of community is termed as
   a) Individual  b) Collective  c) Intrinsical  d) Instrumental
   a) ಈಜಿಪ್ಟಿಕ  b) ಕೆಲಸುಕ್ಪಾದ  c) ಈಸ್ಟ್ರಿನ್ಸಿಕಲ್  d) ಈಸ್ಟ್ರಿನ್ಸಿಕಲ್

29. The structure of social conversation is basically
   a) Moral  b) Logical  c) Psychological  d) Emotional
   a) ಚೂಬ್ಬ್ಬ  b) ಲೊಜಿಕಲ್  c) ಪ್ರಥಿನಿಕ  d) ಎಮ್ಫಿಯಾಲ್

30. The tool to develop creative solution to a problem is
   a) Innovation  b) Brainstorming  c) Both a) & b)  d) Laddering
   a) ಇನೆಂಜನರ್  b) ಬ್ರೈನ್ಸ್ಟ್ರೋಮ್  c) ಅಂಡಬಳ  d) ಲೆಡ್ಡರ್ಿಂಗ್
   a) ಈಸ್ಟ್ರಿನ್ಸಿಕಲ್  b) ಪ್ರಥಿನಿಕ  c) ಈಸ್ಟ್ರಿನ್ಸಿಕಲ್  d) ಪ್ರಥಿನಿಕ

31. Creativity can be influenced by the relationship between an agency
   a) Controllers  b) Clients  c) Channels  d) Consumers
   a) ಕಂಟ್ರೋಲರ್  b) ಸೈಟಿಸ್  c) ಚೆನ್ನೈಲ್ಸ  d) ಕಂಸ್ ಮ್ಯೂಸ್

32. Clearly stated goals are best, if they are
   a) Specific  b) Realistic  c) Written  d) All of these
   a) ಸ್ಪಿಸ್ಟಿಕಲ್  b) ರೇಳಿಸ್ಟಿಕಲ್  c) ಲ್ಯೂಟ್ನೆಂಡ್  d) ಡಾಲ್ ಆಫ್ ಟ್ರಿಸ್

SPACE FOR ROUGH WORK

E
33. The first step in understanding others is to begin by getting an understanding of
   a) Basic cognitive psychology  b) Basic human behaviour
   c) Yourself                      d) Human relations principles

34. Who would normally be responsible for developing the creative brief in an advertising agency?
   a) Account planner    b) Media planner
   c) Account executive  d) Creative partnership

35. Creativity rests on
   a) Diversity thinking    b) Convergent thinking
   c) Both a) and b)        d) Innovation

36. Leadership is the ability to
   a) Influence others  b) Motivate others
   c) All the above      d) None of the above

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SPACE FOR ROUGH WORK
37. A leader expects
   a) Employees to serve them
   b) To serve employees
   c) Effective performance from employees
   d) None of the above

38. Leadership promotes
   a) Team spirit
   b) Medium spirit
   c) Low spirit
   d) No spirit

39. "I will graduate knowing that I did my best". What kind of goal is this?
   a) Life long goal
   b) Short term goal
   c) Long term goal
   d) Mid-way goal

40. Work and personal life influence each other by
   a) The satisfaction you achieve on the job
   b) An unsatisfied job can lead to increased stress
   c) The quality of your relationships with people in work and personal life influence each other
   d) All of the above
PART – B

(15x2=30)

Choose the best option. Each question carries 2 marks.

41. Each of these are one of the seven competency characteristics of effective leader except
a) Drive b) Intelligence
c) Self confidence d) Authority

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

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

44. The purpose of Value Education is to
a) Foster universal core values b) Make the syllabus easy
c) Develop values in individuals d) Both a) and c)
45. Autocratic leadership style means
   a) Leader has complete power
   b) Opinion of the group is not taken
   c) Discussion is not allowed
   d) All the above

46. Which statement regarding Leadership is true?
   a) All leaders are managers
   b) Formal rights enable managers to lead effectively
   c) All managers are leaders
   d) All leaders are hierarchically superior to followers

47. By goal setting one can
   a) Improve self-confidence
   b) Lose ability
   c) Make friends
   d) All the above
48. A priority is
   a) An action that takes precedence  b) The most desirable goal
   c) The most beneficial goal  d) All the above

49. I want to raise my grade in Maths to "A". This goal is
   a) Specific  b) Unimaginative
   c) Impossible  d) Not very interesting

50. People who are confident on themselves are ________ in leadership.
   a) Emotionally insecure  b) More effective
   c) Less effective  d) More dissatisfied

51. Examples of signal language are
   a) Sign board  b) Sound and voice recorder
   c) a) and b) both  d) None of the above

   a)  
   b)  
   c) a)  b)  

SPACE FOR ROUGH WORK
52. Harmony should be maintained in between
   a) Body and mind
   c) Life and environment
   b) Self and society
   d) All the above

53. Most important Human values are
   a) Co-operation
   c) Honesty
   b) Caring
   d) All the above

54. Importance of self awareness is
   a) Awareness of your body
   c) None of the above
   b) Awareness of your thoughts
   d) Both a) and b)

55. First step in goal setting is
   a) Identifying your goals
   c) List of objectives
   b) Need analysis
   d) Create plan of actions