INSTRUCTIONS TO CANDIDATES

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Note: ನಮೂನೆ: ನಮೂನೆ ನಮೂನೆ ನಮೂನೆ ನಮೂನೆ ನಮೂನೆ ನಮೂನೆ.
PART – A

Choose the best option. Each question carries one mark. (40x1=40)

1. Which among the following is/are important human values?
   a) Honesty   b) Respect   c) Trust   d) All of the above
   a) ವಿಮುಖತೆಯೆಂದರೂ   b) ಸಂಪತ್ತೆ   c) ಈಮೂರ್ತಿ   d) ಅಂದರೆ ಸಹಿತ

2. 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) ಸ್ವಾದೃಷ್ಟಿಯ ವಿಕ್ರ್ಯ   b) ಸ್ವಪ್ರತಿಜ್ಞೆ   c) ಸ್ವತರಸ್ತೀತಿ   d) ಸ್ವಾದೃಷ್ಟಿಗುರುತ್ವ

3. Yoga helps to attain better
   a) Sleep   b) Friendship   c) Knowledge   d) None of the above
   a) ಸುವೇಗ   b) ಸಂಪ್ರದಾಯ   c) ಜೋತೆ   d) ಅಸಾಮರ್ಥ್ಯ

4. ______ 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) ರೇಜು ಸಿದ್ಧಿಯಲ್ಲಿ ಪ್ರವೇಶದ ಪ್ರಕ್ರಿಯೆ   b) ಸಂಪತ್ತೆ ಪಾತ್ರೆ ವಿವಿಧತೆಯು   c) ಸಮೀಪಯುಕ್ತ ಕಾರ್ಯಕ್ರಮದ ಪ್ರತಿಷ್ಠೆ   d) ದೇಶ

SPACE FOR ROUGH WORK
5. Leadership promotes
   a) Team spirit    b) Medium spirit    c) Low spirit    d) No spirit

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

7. 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

8. 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

9. 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
10. __________ is a specific area in which a person needs to change.
   a) Psychological need  b) Developmental need  c) Behavioural need  d) Social need

11. 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

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

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

14. Pareto’s principle is better known as __________ rule.
   a) 50 – 50  b) 60 – 40  c) 70 – 30  d) 80 – 20
15. 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

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

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

18. 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
19. ________ is an interpersonal skill training.
   a) Soft skill  b) Hard skill  c) Intermediate skill  d) Basic skill

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

21. 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

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

23. 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

SPACE FOR ROUGH WORK
24. 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

25. 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

26. 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

27. 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
28. 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

29. 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

30. 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

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

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SPACE FOR ROUGH WORK
32. "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
   ".Fatal. ""

33. 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

34. 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

35. Path-goal model of leadership was introduced by
   a) Martin Evans and Robert House  b) Fred Fielder
   c) Robert House  d) Whetton
   "Fat. ""

SPACE FOR ROUGH WORK
36. By goal setting one can
   a) Improve self confidence  b) Lose ability  
      c) Make friends  
      d) All of the above

37. The communication that is perceived by the ear
   a) Pictorial representation  b) Oral  
      c) Auditory symbols  d) Gestures

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

39. 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

40. ________ 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
PART - B

Choose the best option. Each question carries 2 marks.

41. Creativity can be influenced by the relationship between an agency and
   a) Controllers    b) Channels    c) Clients    d) Consumers
   (3 marks)
   a) موظفي الإدارة  b) الجسور  c) العميل (клиент)  d) المستهلك

42. 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
   (3 marks)
   a) تلاشي التوتر  b) وقتو بين التوتر الايجابي والنا mage
   c) البالغة من التوتر  d) جزء من روتين التأمل

43. 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
   (3 marks)
   a) بعض الأشخاص هم زعماء  b) بعض الأشخاص ليس لديهم
   c) زعماء الناجحين فعالين  d) السؤال يشمل خارجية

44. 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
   (3 marks)
   a) الأفراد الفردية، بينما أن القيادة هو عملية
   b) الخطوة الأولى في العملية القيادية
   c) الأفراد الفردية الذين يدرسون عملية القيادة
   d) الخطوة النهائية في عملية القيادة
45. 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

46. ________ 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

47. Hygiene theory of motivation is also called as
   a) Two factor theory of motivation
   b) Satisfaction theory
   c) Dissatisfaction theory
   d) Basic needs theory
48. 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

49. The 80 : 20 rule says
a) 80% of the results are achieved with only 20% the effort
b) Typically 80% of unfocussed effort generates 20% result
c) Both the above statements are true
b) None of the above

80 : 20
a) 80% ने 20% का लाभ है
b) 80% का नेकार का नेकार ने 20% का नेकार
b) 80% का नेकार का नेकार ने 20% का नेकार
c) नेकार का नेकार का नेकार

d) नेकार का नेकार का नेकार

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

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

   a) वर्बल कॉम्युनिकेशन
c) लिखी कॉम्युनिकेशन
52. Divergence dimensions of advertising creativity includes
   a) Artistic values
   b) Flexibility
   c) Originality
   d) All of the above

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

54. 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

55. 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

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SPACE FOR ROUGH WORK

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PART – A

Choose the best option. Each question carries one mark. (40x1=40)

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

SPACES 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) ಸಾಮಾಜಿಕ ಸಾವಿರೂಪ a) ವ್ಯಾಪಕ ಸಾವಿರೂಪ b) ಐತರ್ಯ ಸಾವಿರೂಪ c) ಸುವೆಶ್ರೀ ಸಾವಿರೂಪ d) ಸಾಮಾಜಿಕ ವ್ಯಾಪಕ

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

   a) ವ್ಯಕ್ತಿಯ ವೈಸಿಗೆ b) ಸ್ವತತ್ವಕಾಲಿಕ c) ಪರಿಶ್ರಮ d) ಪ್ರತಿಕ್ರಿಯಾ

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) ಹೂರು/ಸಂಕೀರ್ಣ b) ಪರಿಚಯಸಿಹಿತ c) ಸರ್ವೇ d) ಕೆಲವು ಇವೆಂದು ತೆಳಿ

13. __________ plays a vital role in the success of an individual.
   a) Stress management  b) Stress  c) Awareness  d) Problem

   a) ಸ್ತ್ರೋತ ಸಂಘಟಕ b) ಸ್ತ್ರೋತ c) ಅರ್ಧ d) ವಿಕೆಲ

   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   c) Social   d) Scientific

17. The letter ‘M’ in SMART stands for
   a) Meaningful   b) Meeting   c) Measurable   d) Money

18. The letter ‘A’ in SMART stands for
   a) Action   b) Attitude   c) Achievable   d) Arrogant
19. An observable and measurable end result to be achieved is called    
   a) Vision       b) Mission       c) Goal      d) Result    
   ತಂತ್ರಜ್ಞಾನದ ವೈಶಿಷ್ಟ್ಯ ಮೂಲಕ ಕಾರ್ಯಾಚರಣೆಯಲ್ಲಿ ಹೊಂದುತ್ತಿರುವ ಶರಿ ಅನುಗ್ರಹ    
   a) ಭಾವನೆ      b) ಭಾವಿಸಾರ      c) ರೂಪ      d) ವಿಧಾನ    

20. Goal setting enables    
   a) More utilization of resources  
   b) Optimum utilization of resources  
   c) Less utilization of resources  
   d) None of the above    
   ಭಾವಿಸ್ಥಾನದೊಡನೆ ಮತ್ತು ಕಿರುದಿನತೆಗಳನ್ನು ಹೊಂದಿಕೊಳ್ಳುವ ವಿಮುಕ್ತ ಸ್ವಯಂತ್ರತೆ    
   a) ಅಂದಾಂಕು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      b) ಆರೋಗ್ಯಪ್ರಮುಖ ವಿಚಿತ್ರಚಿತ್ರೀಯರ      
   c) ಅಂದಾಂಕು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      d) ಕೆಲವು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      

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    
   ಅಂದಾಂಕು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      b) ಆರೋಗ್ಯಪ್ರಮುಖ ವಿಚಿತ್ರಚಿತ್ರೀಯರ      
   c) ಅಂದಾಂಕು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      d) ಕೆಲವು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      

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    
   ಅಂದಾಂಕು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      b) ಆರೋಗ್ಯಪ್ರಮುಖ ವಿಚಿತ್ರಚಿತ್ರೀಯರ      
   c) ಅಂದಾಂಕು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      d) ಕೆಲವು ವಿಚಿತ್ರಚಿತ್ರೀಯರ      

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

SPACE FOR ROUGH WORK
24. Not a trait of good leader
   a) Proactive   b) Influence   c) Inspire   d) Dictator
   a) ಪ್ರವಂಗಿಕ ಮತ್ತು ಪ್ರಕಾರವಾದವು b) ಅಭಿವೃದ್ಧಿ c) ಸಂಚಾರವಾದ d) ವೇದಾಯಕ

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

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

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

28. Saha-asthitva means
   a) Co-existance   b) Co-operation   c) Co-option   d) Corporate identity
   a) ಸಹಾಯಾಸ್ತಿತ್ವ b) ಸಹಯೋಪಯೋಗ c) ಸಹಾಯಕ d) ಸಹಾಯಕತೀಯ

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**SPACE FOR ROUGH WORK**
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

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

   "’ಬಲ್ಲದು ಶಿಕ್ಷಣ ಸಂಶೋಧನಿ’ ಎಂದರೆ
   a) ಬಲ್ಲದು ಶಿಕ್ಷಣ ಸಂಶೋಧನಿ
   b) ಬಲ್ಲದು ಶಿಕ್ಷಣ ಸಂಶೋಧನಿ
   c) ಬಲ್ಲದು ಶಿಕ್ಷಣ ಸಂಶೋಧನಿ
   d) ಬಲ್ಲದು ಶಿಕ್ಷಣ ಸಂಶೋಧನಿ
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
PART – B

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

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

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

43. Components of ethical values are
   a) trustworthiness  b) respect  c) responsibility  d) all of these

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)

SPACE FOR ROUGH WORK
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

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

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
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) Overflow
   c) Leakage
   d) Physical communication
53. Most important human values are
   a) Co-operation
   b) Caring
   c) Honesty
   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
   b) Need analysis
   c) List objectives
   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.
1. 
2. 
3. 
4. 
5. 
6. 
7. 

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

2. 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

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

4. One of the main aims of creativity in advertising is to gain
   a) Attention
   b) Awareness
   c) Brand loyalty
   d) Interest
5. Saha-Ashthi means
   a) Co-existence
   b) Co-operation
   c) Co-option
   d) Corporate Identity

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

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

8. Time Management is not aided by a range of
   a) Skills
   b) Tools
   c) Techniques
   d) Meditation

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

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SPACE FOR ROUGH WORK

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

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

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

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

14. The structure of social conversation is basically
   a) Moral  b) Logical  c) Psychological  d) Emotional

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SPACE FOR ROUGH WORK
15. The tool to develop creative solution to a problem is
   a) Innovation  b) Brain storming  c) Both a) & b)  d) Laddering
   (कुकड़ किरण का निर्माण समस्या के लिए समाधान का माध्यम है)
   a) समाधान  b) समाधान का माध्यम  c) दोनों a) तथा b)  d) समाधान का माध्यम  

16. _______ plays a vital role in the success of an individual.
   a) Stress management  b) Stress  c) Awareness  d) Problem
   (एक व्यक्ति की सफलता में महत्वपूर्ण भूमिका निभाता है)
   a) स्ट्रेस नियंत्रण  b) स्ट्रेस  c) गतिशीलता  d) समस्या  

17. Interpersonal skills are referred to as
   a) Social skill  b) People skill  c) Soft skill  d) All of these
   (नारायण के लिए किए जाने वाले कौशलों को संदर्भित करते हैं)
   a) सोशल स्किल  b) पीपल्स स्किल  c) सोफ्ट स्किल  d) आउल्फ ऑफ इन्फूजिंग स्किल्स  

18. An observable and measurable end result to be achieved is called as
   a) Vision  b) Mission  c) Goal  d) Result
   (सामाजिक केन्द्रित मानकों का लिए प्राप्त होने वाले प्रतीति से प्रेरित होता है)
   a) आयतन  b) मिशन  c) लक्ष्य  d) फलित  

19. Principles or values that actively pursue a goal is termed as
   a) Creativity  b) Ideals  c) Self awareness  d) Wisdom
   (किसी भी लक्ष्य के लिए अभ्यास करने वाली मूल्यों को नियोजित किया जाता है)
   a) मूल्य  b) आत्म-प्रज्ञा  c) स्वतंत्रता  d) स्वतंत्रता
20. Which of the following are elements of interpersonal skills?
   a) Verbal communication  b) Non verbal communication
   c) Listening skills       d) All of the above

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

22. 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

23. 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

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

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

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

27. A Leader expects
a) Employees to serve them  b) To serve employees
   c) Effective performance from employees d) None of the above

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

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SPACE FOR ROUGH WORK
29. "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

30. 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

31. Characteristics of creativity includes
   a) Universal and innate   b) Produces something new
   c) Wider scope   d) All the above
32. Techniques of creativity are
   a) Brain storming  
   b) Attribute listing
   c) Lateral thinking  
   d) All the above

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

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

35. Body Talk is also known as
   a) Noise  
   b) Overflow
   c) Leakage  
   d) Physical communication

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

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SPACE FOR ROUGH WORK

C
37. Clearly stated goals are best, if they are
   a) Specific           b) Realistic      c) Written        d) All of these

38. 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

39. 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

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

   a) सर्वदलीय सोमतय
   b) सर्वयोगी सोमतय
   c) a) और b) दोनों
Choose the best option. Each question carries 2 marks.

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

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

43. Harmony should be maintained in between
   a) Body and mind
   b) Self and society
   c) Life and environment
   d) All the above
44. Each of these are one of the seven competency characteristics of effective leader except
   a) Drive
   b) Intelligence
   c) Self confidence
   d) Authority

45. Which is the best method for stress management?
   a) Laughing
   b) Playing
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   a) Mind
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   b) Need analysis
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   a) Improve self confidence
   b) Lose ability
   c) Make friends
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51. A priority is
   a) An action that takes precedence
   b) The most desirable goal
   c) The most beneficial goal
   d) All the above

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

   a) Suitable
   b) New
   c) Necessary
   d) None of the above
53. 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)

54. 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

55. 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