INSTRUCTIONS TO CANDIDATES

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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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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. (40 x 1 = 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

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SPACE FOR ROUGH WORK

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E
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)

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

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

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

13. ________ plays a vital role in the success of an individual.
   a) Stress management   b) Stress   c) Awareness   d) Problem
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 ते मार्ग "S" अर्थात् स्पेशल
   c) Social
   d) Scientific

17. The letter 'M' in SMART stands for
   a) Meaningful
   b) Meeting
   SMART ते मार्ग 'M' अर्थात् संग्रह
   c) Measurable
   d) Money

18. The letter 'A' in SMART stands for
   a) Action
   b) Attitude
   SMART ते मार्ग 'A' अर्थात् आक्रान्त
   c) Achievable
   d) Arrogant
19. An observable and measurable end result to be achieved is called
   a) Vision  b) Mission  c) Goal  d) Result
   ಪ್ರತಿಭಟನಾದ ಸ್ಥಳಾಂತರ ಸ್ಥಳಾಂತರಕ್ಕಾಗಿ ಸಾಧಾರಣವಾದ ಪ್ರಾಣೀನಿವಾರದ ಸಂಖ್ಯೆಗೆ ಪ್ರತಿನಿಧಿ
   a) ಪ್ರಭೂತಿಕ  b) ಪ್ರಭೂತಿಕ  c) ಪ್ರಭೂತಿಕ  d) ಪ್ರಭೂತಿಕ

20. Goal setting enables
   a) More utilization of resources  b) Optimum utilization of resources
   c) Less utilization of resources  d) None of the above
   ಭೂಮಿಕೆಯ ಹೇಳಲು ಹೊಂದಿದೆ ಜೊತೆಗೆ ಸಾಧ್ಯವಾಗಿಂದ ಜೊತೆಗೆ ಹೊಂದಿದೆ ಜೊತೆಗೆ
   a) ಹೊಂದಿದೆ ಹೊಂದಿದೆ ಜೊತೆಗೆ b) ಹೊಂದಿದೆ ಹೊಂದಿದೆ ಜೊತೆಗೆ
   c) ಹೊಂದಿದೆ ಹೊಂದಿದೆ ಜೊತೆಗೆ d) ಹೊಂದಿದೆ ಹೊಂದಿದೆ ಜೊತೆಗೆ

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
   ಯಶಸ್ಸಿಕರು ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ
   a) ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ b) ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ
   c) ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ d) ಸಂಸ್ಥಾನ ಸಂಸ್ಥಾನ ಸಂಸ್ಠಾನ

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
   ಸಂದರ್ಭರಹಿತ ಸಂದರ್ಭರಹಿತ ಸಂದರ್ಭರಹಿತ ಸಂದರ್ಭರಹಿತ ಸಂದರ್ಭರಹಿತ
   a) ಸಂದರ್ಭರಹಿತ b) ಸಂದರ್ಭರಹಿತ
   c) ಸಂದರ್ಭರಹಿತ d) ಸಂದರ್ಭರಹಿತ

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

SPACE FOR ROUGH WORK
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-existance
   b) Co-operation
   c) Co-option
   d) Corporate identity
29. Many human values seem 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

   "ಕನ್ನಡ ಕನ್ನಡು ಈಜಿಕೊಂಡಿ" ಎಂದರೆ
   a) ಕನ್ನಡಿನ ಕನ್ನಡುಜೀವನ
   b) ಬೀಸಿಕೊಂಡಿ ಈಜಿಕೊಂಡಿ ಈಜಿಕೊಂಡಿ ಈಜಿಕೊಂಡಿ
   c) ಪಾಕಾದು ಕೆಲಸ ತುಡಿ ಅರುಣ ಕೆಲಸ ಅರುಣ
   d) ಕೆಲಸಿದ ಕೆಲಸ

**SPACE FOR ROUGH WORK**
33. One of the main aims of creativity in advertising is to gain
   a) attention          b) awareness          c) brand loyalty      d) interest
   a) ಪ್ರಮುಖ ವಿವಿಧ್ಯವನ್ನು ನೇಮಿಸಲು       b) ಸಂತಾನದ ವಿವಿಧ್ಯವನ್ನು ನೇಮಿಸಲು       c) ಬ್ರಾಂಡ್ ಲೋಯೆಲಿಟಿ       d) ಸಂತಾನದ ವಿವಿಧ್ಯವನ್ನು ನೇಮಿಸಲು

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
   a) ರೈತ್ಯಾಲ ಪ್ರಮುಖೀಕರಣವನ್ನು ನೇಮಿಸಲು       b) ವಿನಿಮಯದ ವಿವಿಧ್ಯವನ್ನು ನೇಮಿಸಲು       c) ವಿನಿಮಯದ ವಿವಿಧ್ಯವನ್ನು ನೇಮಿಸಲು       d) ಎಂಜಿನೀಯರ್ ಪ್ರಮುಖೀಕರಣವನ್ನು ನೇಮಿಸಲು

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

36. An ideal leader's character includes
   a) Honesty          b) Competency
   c) Co-operativeness      d) All the above
   a) ಗುಂಪುವಾದ         b) ಗುಂಪುವಾದ         c) ಗುಂಪುವಾದ         d) ಗುಂಪುವಾದ
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
Choose the best option. Each question carries 2 marks. (15x2=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)
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

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SPACE FOR ROUGH WORK
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
   
   MNC
   a) ಪಿಸ್ಟರ್ನೆಂಬರ್ಗಾದಲು ಕ್ರಾಂತಿಯ ಭಾಗವೆ, ಬಾಯಿಯಾದ ಬೆಣ್ಣೆಯ ವಿದ್ಯೆಗಳ
   b) ಇಲ್ಲಿಯ ನೇರಾಧಿಕಾರ
   c) ಕರ್ನಾಟಿಕೆ ನೇರಾಧಿಕಾರ

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

   ಬುದ್ದುಗಳ ಹೊಸವಿದ್ದುನಾಡು
   a) ರೆಬ್ಬ           b) ಇಲ್ಲಿಯ ನೇರಾಧಿಕಾರ
   c) ಕರ್ನಾಟಿಕೆ ನೇರಾಧಿಕಾರ
53. Most important human values are
   a) Co-operation
   b) Caring
   c) Honesty

   a) സഹകരണം
   b) സന്തോഷം
   c) സത്യം
   d) എല്ലാന്മേ

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)

   a) കണ്ടുപിടിക്കുന്ന ശരീരം
   b) കണ്ടുപിടിക്കുന്ന മനസ്സ്
   c) ഇടയില്ല
   d) 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

   a) ലക്ഷ്യങ്ങളെ അവലയിക്കുക
   b) പ്രശ്നങ്ങൾ പരിഹരിക്കുക
   c) ലക്ഷ്യങ്ങളെ പട്ടികപ്പെടുക
   d) പ്രായോഗിക പ്രശ്നങ്ങളെ പരിഹരിക്കുക

SPACE FOR ROUGH WORK
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2. ತೆಳು ಮಾಡುವ ಸಂಖ್ಯಾ ಕ್ರಮವೊಂದು A, B, C, D ಎಂಬುದು E ಮತ್ತು (OMR) ಹೊಂದಿರಬೇಕು. ಎಂದರೆ ಇದು ವಿಸ್ತೀರ್ಣಾಧಿಕಾರಿಯರು ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳ ಅಶ್ರುತಿದಾರರಿಗೆ ವಿವೇಚಿಸಿರಬೇಕು.

3. ವಿವೇಚಿಸಲು (1..50)ವರೆಗು ನಿರ್ಧರಿಸಲು ಮಾರ್ಕ್ ನಿರ್ದೇಶಣೆಗಳು ಇದು ವಿವೇಚಿಸಲು ಸಹಾಯಕದ ನಿರ್ಧರಿಸುವ ನಿರ್ಧಾರಗಳಿಗೆ ಸಹಾಯವಾದಂತು ನಿರ್ಧರಿಸುತ್ತದೆ. ಈ ನಿರ್ಧೇಶಣೆಗಳು ವಿವೇಚಿಸಲು ವಿದ್ಯಾರ್ಥಿಯರ ಮೇಲೆ ವಿವೇಚಿಸಿರಬೇಕು.

4. ಮತ್ತು ವಿವೇಚಿಸಲು 55 ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಇದು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು. 15 ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ನಿರ್ಧೇಶಣೆಗಳು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು.

5. ವಿವೇಚಿಸಲು ಪ್ರತಿ ಈ ಆಂಧ್ರ ಪ್ರದೇಶದ ವಿದ್ಯಾರ್ಥಿಗಳ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. / ತರನೇ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು./ ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು.

6. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು, ಕೆಲವು ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು.

7. ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು. ಈ ವಿವೇಚಿಸಲು ವಿವೇಚಿಸಲು ಹೊಂದಿರಬೇಕು.
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

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SPACE FOR ROUGH WORK

C
5. Saha-Asthilva 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

**C**
15. The tool to develop creative solution to a problem is
   a) Innovation   b) Brainstorming   c) Both a) & b)   d) Laddering
   a) Innovation   b) Brainstorming   c) Both a) & b)   d) Laddering
   a) a)   b) b)   c) a) & b)   d) c) & d)

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

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

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

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

   SMART           SMART
   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

   MNC               MNC
   a) ಜೀವನ ಲಭಿಸಿ  b) ವಿನ್ಯಾಸದ ಲಭಿಸಿ
   c) ಎಣ್ಣೆಯಾಗಿರಿಸಿ d) ವೈದ್ಯನಿರ್ವಹನ ಲಭಿಸಿ

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

   ಬಾಂದರು 10 ಕ್ಯಾಲ್ಜಿಯನ್ 3 ಅವಧಿಯಲ್ಲಿ ಲಭೀಯ
   a) ಹಾಗೊಳಗಣಿಸಲಾಗದ b) ಹಾಗೊಳಗಣಿಸಲಾಗದ
   c) ಹಾಗೊಳಗಣಿಸಲಾಗದ d) ಹಾಗೊಳಗಣಿಸಲಾಗದ

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
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) Brainstorming          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

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) ಪಿತ್ತು ವಿನಿಷ್ಪತ್ತಿ  
   b) ಸಂಬಂಧ ವಿನಿಷ್ಪತ್ತಿ  
   c) ಪಿತ್ತು ಸಂಬಂಧ  
   d) ಸಂಬಂಧ ವಿನಿಷ್ಪತ್ತಿ
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

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C
44. Each of these are one of the seven competency characteristics of effective leader except:
   a) Drive
   b) Intelligence
   c) Self confidence
   d) Authority
   a) ಡ್ರಿವ್
   b) ಇಂಟೆಲ್ಜೆಂಸ್
   c) ಸೆಲ್ಫ್ ಕೆನ್ಯಂಸ್
   d) ಅವ್ಯಕ್ತಯಿತ್ವ

45. Which is the best method for stress management?
   a) Laughing
   b) Playing
   c) Listening to Music
   d) All of these
   a) ಲಾಸ್ಹಿಂಗ್
   b) ಪ್ಲೇಂಗ್
   c) ಲಿಸ್ಟೆಂಂಂಗ್
   d) ಎಲ್ಲರ ಹೊಂದಿರಲಾಗುತ್ತದೆ

46. Mediation is related to:
   a) Mind
   b) Body
   c) College
   d) Teacher
   a) ಮಿನೆಡ್ಯಂತ
   b) ಬೋಡಿ
   c) ಕೌಲೇಜ್
   d) ಟೆಚ್‌ನಿಯರ್

47. Most important Human values are
   a) Co-operation
   b) Caring
   c) Honesty
   d) All the above
   a) ಕೊಪ್ಪ್ಟ್ರೇಶನ್
   b) ಕೇರಿಂಗ್
   c) ಹೋನ್ಸ್ಟಿ
   d) ಎಲ್ಲರ ಹೊಂದಿರಲಾಗುತ್ತದೆ
48. Importance of self awareness is
   a) Awareness of your body
   b) Awareness of your thoughts
   c) None of the above
   d) Both a) and b)

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

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

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) Specific
   b) Unimaginative
   c) Impossible
   d) Not very interesting

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SPACE FOR ROUGH WORK

C
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