



**Avinashilingam Institute for Home Science and Higher Education for Women**  
**(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)**  
**Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B**  
**Coimbatore - 641 043, Tamil Nadu, India**  
**Continuous Internal Assessment I –( August 2025)**  
**Fifth Semester**

**Class: III BBA**  
**Branch : Tourism**

**Time: 2 Hours**  
**Max. Marks: 60**

**23BT0PD5- Personality Development and Team Building**

**Course Outcomes:**

- CO1: To Set and achieve the personal and professional goals
- CO2: To Understand the self awareness in personal development
- CO3: To Develop Self Confidence and Self Esteem
- CO4: Help to communicate effectively with team members and resolve conflicts and address the challenges within the teams
- CO5: To identify the strength and weakness related to Team and apply team work skill to real world scenario

**Part A**  
**Choose the Correct Answer**

**6x1=6 Marks**

1. What is the relationship between self-esteem and motivation? CO1K1
  - a) High self-esteem leads to low motivation
  - b) Low self-esteem leads to high motivation
  - c) High self-esteem leads to high motivation
  - d) Self-esteem has no impact on motivation
2. What is the definition of personality? CO2K2
  - a) A person's physical appearance
  - b) A person's behavior and attitude
  - c) A person's thoughts, feelings, and behaviors
  - d) A person's social status
3. What is the concept of attitude? CO3K1
  - a) A person's emotional state
  - b) A person's behavior towards something / someone
  - c) A person's thoughts and feelings towards something someone
  - d) A person's physical response to a situation
4. What are the symptoms of low self-esteem? CO1K2
  - a) Confidence and positivity
  - b) Self-doubt and negativity
  - c) Happiness and contentment
  - d) Anger and frustration
5. What is the significance of self-care in maintaining positive self-esteem? CO2K1
  - a) It helps in ignoring one's needs
  - b) It helps in prioritizing one's well-being
  - c) It has no impact on self-esteem
  - d) It leads to self-indulgence and laziness
6. Which of the following is an example of proactive behavior in the context of personality development? CO1K2
  - a) Waiting for opportunities to come to you
  - b) Reacting impulsively to situations
  - c) Taking initiative and seeking opportunities for growth
  - d) Avoiding challenges and discomfort

**Part-B**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

**3x6=18 Marks**

- 7.a. Define personality. Briefly explain any two determinants of personality development? CO1K3  
(or)
- 7.b. Define attitude. Mention any four factors that affect attitude. ? CO1K4
- 8.a. What is motivation? Explain internal and external motives with example? CO2K3  
(or)
- 8.b. Define self-esteem. List any four symptoms of low self-esteem. ? CO2K3
- 9.a. Define interpersonal relationship ? CO3K3  
(or)
- 9 b. An employee named Raj frequently complains about work, avoids responsibilities, and blames others for mistakes. He often discourages his teammates with his pessimistic outlook. CO3K4
- Based on this scenario, identify whether Raj has a positive or negative attitude. What are the disadvantages of having such an attitude in a workplace? Suggest two ways he can improve?

**Part – C**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or four pages**

**3x12=36**

- 10.a. Discuss the concept of personality traits. How do they affect behavior and interpersonal relationships in personal and professional life? CO1K4  
(or)
- 10.b. What is self-esteem? Differentiate between positive and negative self-esteem. Describe the symptoms and effects of low self-esteem and how to improve it. ? CO1K5
- 11.a. Explain the concept of attitude. Discuss its significance, advantages of positive attitude, disadvantages of negative attitude, and ways to develop a positive attitude? CO2K4  
(or)
- 11.b. Elaborate on detail about the Maslow's Hierarchy of Needs? ? CO2K3
- 12.a. What is self-esteem? Differentiate between positive and negative self-esteem. Describe the symptoms and effects of low self-esteem and how to improve it. ? CO2K5  
(or)
- 12.b. You are the HR manager at a resort. You observe two staff members:  
Riya, who is positive, energetic, and handles guest requests enthusiastically.  
Amit, who avoids customer interaction, appears disinterested, and often complains. CO3K4
1. Compare their attitudes and how these impact guest satisfaction.
2. Define positive and negative attitude with examples from the scenario.

**Staff In charge: Ms. Ashish Kanwar .G**

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