

JK Lakshmipat University, Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY / INSTITUTE OF
MANAGEMENT / INSTITUTE OF DESIGN

End Term Examination, May 2025
B. Tech. / BCA / BBA / B.Des. Semester IV, 2024-25

Roll No.....

CC1104: COMMUNICATION AND IDENTITY

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on the question paper.
 2. Mention all the assumptions for your answers clearly.
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Q1. Answer any four of the following questions in detail:

5 x 4 = 20.0
(LO 1, 2, 3, 4)

- Q. 1.1 Explain why social identity is important at the workplace. Describe five characteristics of your social identity.
- Q. 1.2 Prepare a visual representation of your own professional identity. Include a detailed explanation of how the image you created reflects this aspect of your identity.
- Q. 1.3 Write a script for an elevator pitch wherein you are seeking to be the social media coordinator for the university's student-led cultural festival, Sabrang.
- Q. 1.4 Draft an email seeking a recommendation from a potential referee. In the email, make sure to include all relevant information about the job which you are applying to, so that they can write an appropriate recommendation for you.
- Q. 1.5 Analyse the mistakes made by the interviewee in the situation described below. What can you learn from this case study?

Arun arrives at TCS Solutions 15 minutes late for his scheduled interview. He enters the reception area wearing jeans and a wrinkled T-shirt. After quickly apologising for being late, he pulls out his phone and starts watching reels while waiting to be called in.

Once in the interview room, Arun slouches in the chair and greets the interviewers with a casual "Hey, what's up?". He doesn't offer a handshake.

- Interviewer: "Thanks for coming in, Arun. Can you tell us what interests you about this role?"
- Arun: "Honestly, I just need a job. I saw the posting online and thought, why not?"
- Interviewer: "Do you have any experience with digital marketing tools

- like Google Ads or social media scheduling platforms?”*
- Arun: *“Not really. I mean, I have an Instagram account and I’ve posted some stuff there. That counts, right?”*

Throughout the interview, Arun’s phone vibrates loudly a few times. When asked if he has any questions for the team, Arun yawns and says, “Nah, I think I’m good.”

The interview ends, and Arun walks out without saying goodbye or thanking the interviewers.

- Q. 1.6 Using the STAR method (Situation, Task, Action, Result), compose a response to this question: “Describe a situation when you were under a lot of pressure. How did you manage the situation?”
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Q2. Answer the following question at length (any one of 2(a) or 2(b)):

1 x 10 = 10.0 marks (LO 1, 4)

2 (a) You are applying for an entry-level position in your own domain. Draft a cover letter that highlights your skills, experience and enthusiasm for the role.

OR

2 (b) Analyse the following resume, which belongs to one of the aspiring candidates for the job position of Trainee at Infosys.

- i. Give your comments about the resume (*see the next page*) and suggest at least five improvements, with a brief explanation for each.
- ii. Rewrite the profile statement (‘About Me’ section) given at the beginning of the resume, to make it more appropriate to the position. You may tailor this statement to your own discipline (Management/Engineering/Design).



Sonal Kumari



Software Expert

softwaresonal@gmail.com

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About Me: A enthusiastic software expert; will do the best job possible.
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Experience:

- Intern at Sun Microsystems
- Volunteer at Blue Cross Society, Jaipur

Education:

- B.Tech. (CSE), Open University, Jaipur
- Delhi Public School, Jaipur

Extracurricular and Achievements:

- First prize winner in Rajasthan Unirsity Karate Competition
 - Secretary of Coding CLub
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Main Skills:

- Java, C++, Python
 - Ethical Hacker
 - Excelent Communication Skills
 - Leadership
 - Teamwork
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Projects:

- Car locking system using AI detection
- Website for monitoring



all the best!

