

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

End Term Examination, May 2026
BTech/ BBA/ BDes Semester IV, 2023-27

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 question paper.
2. Mention all the assumptions for your answers clearly.

Answer the following question at length (any one of 1.1 or 1.2):

Q. 1.1

Explain the various sociocultural factors that shape your identity. Describe at least four such factors. Provide evidence where your sociocultural factors were brought into use, and their relevance in your professional life.

10.0
(CO 1,2)

OR

Q. 1.2

You are calling a meeting for your batchmates to plan an important course related workshop. Write a brief email message that you will send to your team regarding this. Ensure that you include a detailed **meeting agenda** in your email. Besides the team members who will you copy in the email and why?

10.0
(CO 4)

Answer any two of the following questions for Q2 in appropriate detail: 5x2 = 10.0

Q. 2.1

Using the STAR method (Situation, Task, Action, Result), compose a response to this question. You have applied to two renowned companies for the position of Project Associate. While you have secured interview calls to both the companies, the date and time of the two interviews clash with one another. How will you respond to such a situation?

5.0
(CO 2)

Q. 2.2

You connect with a former faculty member on LinkedIn after five years without any communication. You want them to provide you with a reference letter for a job interview scheduled in two weeks. What would you write in a message to them on LinkedIn? Explain your reasons in brief.

5.0
(CO 2,3)

Q. 2.3

Create a personal brand statement for a Resume that you are submitting while applying for a scholarship towards a higher education in your field.

5.0
(CO 3,4)

Q.3 Analyse the following cover letter, which belongs to one of the aspiring candidates for the job position of a Trainee at Microsoft. 10.0 (CO 4)

Give your comments about the letter and suggest at least five improvements.

Rewrite the letter to make it more appropriate, by incorporating your comments, as well as making any other changes that seem relevant.

(Assume that the date and contact details are already present elsewhere in the letter, so please don't mention these as changes).

Hiring Manager
Microsoft Corporation
Hyderabad, Telangana

Dear Sir/Madam,

Subject: Fwd: Cover Letter for Job at Apple Inc.

Good morning, myself XYZ. I am writing to apply for the job at Microsoft. I have done my BBA/B.Tech/B.Des and I am very interested in working in your company because it is famous and everyone wants to work there. I believe I am the perfect candidate for any role available.

During my studies, I have learned subjects like marketing, coding, and design. I also participated in many events and won prizes. I am confident that these experiences make me suitable for Microsoft.

I am attaching my resume for your reference. Please let me know if you have any job openings that fit my profile. I am ready to join immediately and expect a high salary package.

Thank you for your time and consideration.

Sincerely,
XYZ

all the best!