

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2025
BBA, Semester VI, 2022-25 (Backlog)

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(a) or 1(b)):

- Q. 1 You are an entrepreneur writing to an angel investor who can potentially fund 10.0
(a) your idea based on your domain of expertise or interest. You wish to seek a (CO1, 4)
meeting to make a pitch before them and their team. Draft a cover letter that
highlights your idea, skills, experience and suitability which will lead to an
invitation to make a pitch.

OR

- Q. 1 You are sitting for a job interview for an event management agency seeking to fill 10.0
(b) a job with the primary responsibility of exploring avenues of growth and (CO1, 2)
collaboration. Answer the following question based on your experience, while
highlighting your social and professional skills suited to the job. "Would you
prefer to work remotely or from the office?"

Answer any four of the following questions for Q2 in appropriate detail: 5x4 = 20.0

- Q. 2.1 Using the STAR method (Situation, Task, Action, Result), compose a response 5.0
to this question. You have applied to two renowned companies for the position (CO2,4)
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?
- Q. 2.2 You connect with your former college colleague on LinkedIn after five years 5.0
without any communication. You have heard that they might be a part of the (CO4)
interview team at the company that you have been called for a job interview next
week. What would you write in the personal note as a part of a response to your
connection request on LinkedIn? Explain your reasons in brief.
- Q. 2.3 How is social identity useful at the workplace? Describe five social attributes of 5.0
your identity and briefly state the scenarios where they can be useful at the (CO1,2)
workplace.

- Q. 2.4 Draft an email seeking a recommendation from a former faculty. In the email, make sure to include all relevant information about the job which you are applying for, so that they can write an appropriate recommendation for you. 5.0 (CO1,4)
- Q. 2.5 Write an 'About' Section for your website which displays your professional identity for potential headhunters. Do not repeat information displayed on your CV. 5.0 (CO1,3)
- Q. 2.6 You have been asked to schedule a meeting to discuss the goals of the company for the next quarter. Draft a detailed Agenda to be shared in the email to your colleagues for a meeting which will last for 4 hours. 5.0 (CO4)
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all the best!