

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY
INSTITUTE OF MANAGEMENT &
INSTITUTE OF DESIGN
Backlog End Term Examination, December 2023

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.
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Q1. Look at the provided resume below and suggest improvements to poorly crafted sections to make the resume more impactful and professional.

10.0
(LO1,4)

Aryan

1234, Jaipur city, India | Phone: 555-123-4567 | Email:aryancool@gmail.com

Objective:

I am a hard worker and a quick learner, ready to tackle any job that comes my way.

Work Experience:

Company XYZ

Position: Employee

Responsibilities:

Did various tasks as assigned.

Helped with things around the office.

Company ABC

Position: Assistant

Responsibilities:

Assisted with different tasks.

Education:

12th from Jaipur

Graduated BBA from Jaipur college.

Skills:

Microsoft Office

Good with computers

Friendly

Interests:

Hanging out with friends

Watching movies

Q.2 Analyze the cover letter shared below and provide your suggestions/comments while re- structuring the cover letter.

10.0
(LO4)

Dear Hiring Manager,

I am writing to apply for the job at Amazon that I saw on the internet. I think I would be a great fit for this role.

I am a really hard worker and I'm good at stuff. I'm sure my skills will be useful at Amazon. I know Amazon is a big company, and I want to work there because it seems cool.

I have attached my resume. It has all my work stuff on it. I have experience in some things, and I did some things at my last job that I think are good.

I hope you like my application. Thank you for considering it.

Sincerely,
XYZ

Q3. Imagine you're a graduating student about to enter the job market. Explain how you would utilize LinkedIn to kickstart your career. Outline specific steps and strategies you would employ on your LinkedIn profile to network, showcase your skills, and connect with potential employers."

5.0
(LO3)

Q4. Explain personal brand statement and its significance in today's professional landscape. How does a well-crafted personal brand statement contribute to an individual's career success?

5.0
(LO2)