

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

End Term Examination, April-May 2024
B. Tech. / BBA / B.Des. Semester IV, 2023-24

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. Answer any two of the following questions in detail:

5 x 2 = 10.0 marks
(LO 1, 2, 4)

- Q. 1.1 Assume you are approaching a company director for being engaged in their organisation as an independent consultant (you may choose any consulting area relevant to your discipline). Explain how you would brand yourself in this scenario: do a personal identity branding (similar to an elevator pitch), and in addition, highlight your relevant skills, work you have done, and unique strengths that make you suitable.
- Q. 1.2 As the Overall Coordinator for the university's cultural festival, you are calling a meeting of all coordinators in the coming week to discuss various issues related to its preparation. You must write a detailed agenda (including meeting details, objective, and agenda items) which you can share with them in advance, so that they are prepared for the meeting.
- Q. 1.3 Explain the various factors that shape your identity. Describe the factors which you choose for yourself, as well as those which are determined for you by other people or by society.
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Q2. Answer any four of the following questions in brief:

2.5 x 4 = 10.0 marks
(LO 2, 3, 4)

- Q. 2.1 Write an appropriate personal statement that you can include as part of your résumé.
- Q. 2.2 You have connected on LinkedIn with the Director of your Institute at JKLU. You would like them to write you a recommendation on the same platform. Write the message you will send to them, accompanying your request for a recommendation.
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- Q. 2.3 What are the different types of questions that can be asked during an interview? Describe at least two major types, and give an example for each type.
- Q. 2.4 Following your interview, you are asked to be part of a group discussion. The topic of the group discussion is 'Promoting gender equality in the workplace: Challenges and Strategies.' What points would you make in this context?
- Q. 2.5 List and describe in brief the general elements that are usually part of any Minutes of Meeting document.

Q3. Answer the following question at length:

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

- Q. 3.1 Analyze the following cover letter, which belongs to one of the aspiring candidates for the job position of Trainee at Infosys.
- a) Give your comments about the letter and suggest at least five improvements.
 - b) 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.)*

Subject: Trainee

Dear Hiring Manger,

I am writing to apply for the trainee position at your company. I saw your job posting online and I am confident that I am the perfect fit for the role. I've done a bunch of stuff in the past that I think kinda relates to what your company is looking for. Also, I believe that I am also very motivated, and always get the job done. Here's my résumé and a list of contacts who will give you information about my background, skills, and my tireless energy. I am excited about the opportunity to work with you. I am available for an interview at your earliest convenience. See you soon! Thanks!

Jose.

all the best!