

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

End Term Examination, May 2022
B. Tech, BBA & B.Des Semester IV, 2021-22

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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- Q. 1 Ankita is currently studying in class XII from commerce stream and she is also an active food blogger from last two years. Her parents are confused about choosing a career stream for her after completing XII class. Help them by listing down the factors that will affect her identity from both personal and social aspects. Also elaborate on each factor with suitable examples by making apt assumptions as needed. 10
(LO1, 3)
- Q. 2 Pick any one job posting related to your branch and draft a convincing cover letter. 10
(LO2,4)
- a) You saw an opening of a Software Engineer Trainee at Zen Corp Techno Solutions. The requirement includes the following:
- Software Engineer Trainee B.E (CS)/ B.Tech (CSE,IT)/ MCA/ M.Sc (CS/ IT)/ B.Sc (CS/ IT).
 - Knowledge of HTML, JAVA script, JQuery ASP.NET, WPF, WCF, Windows Services
 - Excellent programming skills, excellent analytical and logical skills.
 - Candidate should be result oriented, highly efficient, pragmatic, analytical, team oriented
 - Job Description: Development of network processor-based system firmware and software; Driver development, OS integration and feature development; Maintenance, performance tuning, and support of implemented software or firmware products.

OR

- b) Opening for Digital Marketing Trainee at Jakhar Infotech.
- Job description: They are looking for Digital Marketing Trainee to develop, implement, track, and optimize their company's digital marketing campaigns across all digital channels.
 - Qualification: Graduation in any management stream
 - Role: Marketing Trainee
 - Industry Type: IT Services & Consulting
 - Functional Area: Marketing & Communication
 - UG: Any graduate
 - PG: Post graduation not required
 - Key Skills: Marketing campaigns, Digital marketing

OR

- c) Graphic Design Internship in Jaipur at Ballot House UK (India) Private Limited

About the Internship:

Selected intern's day-to-day responsibilities include:

- Design graphic posts for social media campaigns
- Conceptualize graphics and designs based on requirements
- Work on Adobe Photoshop, After Effects, Illustrator, etc.
- Delivering error-free designs in a culture that values a -first time right approach
- Thinking creatively to produce new ideas, concepts to develop high-level designs

Q. 3 How would you approach the following case scenarios provided in a case-based group discussion? 5+5
(LO4)

- a) Mr. Tarun is responsible for giving a bonus to factory workers that have perfect attendance during the month. One worker missed one day due to a death in the family. The worker starts crying in Tarun's office and tells Tarun that she needs the bonus desperately since she is behind on her rent. The rules are clear and the bonus is for perfect attendance period no if, but, or maybes. However, Tarun does have the authority to make exceptions to the rule. What should Tarun do?
- b) Jai is a secretary for a large bank. Jai is in charge of customer service. A customer calls and demands to talk with the manager of the bank. Jai has been instructed not to forward calls to the bank manager and handle such calls himself. The man starts using abusive language. What should Jai do?