



JK Lakshmipat University, Jaipur
Institute of Management/Institute of Engineering
END TERM EXAMINATION DECEMBER 2019

BBA/B.Com/B.tech- **SemV**
Course: Communication and Identity
MM: 50 Marks

Time: 2 Hours
Subject code: CC1104

Learning Outcomes of the course

The students will be able to:

- Analyse their personal identity, both private and social.
- Identify their different values, strengths and areas of professional interest.
- Articulate their personal statement and use it to craft an influential pitch.
- Express themselves through various communication formats, on different platforms.

Q1. A person's identity is shaped by many different aspects. Family, culture, friends, personal interests and surrounding environments are all factors that tend to help shape a person's identity. Some factors may have more of an influence than others and some may not have any influence at all. (5+5)
(LO1&2)

In light of the above description explain the factors that has affected your identity in both personal and social aspects? Describe your identity (Who am I?).

Q2. How do you create your identity(social/professional) through (social/professional) media? Also provide strategy for managing your online presence. Write an elevator pitch of 60 seconds that summarizes who you are, what you do and why you'd be a perfect candidate to be presented to a prospective employer (5+5)
(LO3&4)

Q3. **Pick a vacancy related to your branch and draft a cover letter.**

Vacancy-1: Business Development

Name of the Company : Khelo

Eligibility : BBA

Profile : Business Development Associate

Job Location : Pan India

Field : Ed-Tech

Profile (10)
(LO3&4)

The candidate will assist students and parents across India through a consultative sales model via both tele and field sales. Coordination with the marketing, and technology teams will be required to leverage branding, partnerships, and software to help drive growth and conversions.

Join them (if)

1. You believe education is beyond books and can be exciting

2. You are extremely customer-centric and are excited by the challenges of a new emerging business environment
3. You have a competitive spirit and hunger to achieve beyond KRAs

Skillset

1. Interest in consultative sales and business development.
2. Tons of energy, initiative, and passion for startup life.
3. Good verbal and written communication skills.
4. Strong sense of personal leadership and ability to function independently.
5. You must be articulate, organized, detail-oriented, and tech-savvy.

Responsibilities

1. Identify and develop strategic relationships with potential customers
2. Assist in the development of a strong pipeline of new customers through direct or indirect customer contact and prospecting
3. Ongoing monitoring and analysis of pipeline to review performance & optimize accordingly to ensure objectives are met
4. Maintaining strong follow-ups and regular feedback calls
5. Update and create tailored client proposals

They're looking for self-motivated candidates with impeccable social skills to join our business development team. This is a high-engagement role and thus requires candidates who are dedicated and have a go-getter attitude.

Vacancy-2: For CS/EC/M.Tech

Name of the Company : Xcalibre Technologies Private Limited, Bangalore

Eligibility : B.Tech - CSE & ECE and M.Tech - CS

Profile : Software Engineer

Job Location : Bangalore

Skills & Requirements

1. Passion for technology
2. Good understanding of data structures and algorithms
3. Good understanding of programming concepts
4. Knowledge of any programming language (Java, C/C++, Python)
5. Working knowledge of databases, web applications (Frontend or Backend) a plus
6. Ability to switch contexts easily, enthusiasm to learn and a passion to perform

Responsibilities

- Responsible for software & product development
- Responsible for coding based on given design
- Responsible for researching and solving complex issues independently
- Communicating issues and resolutions to all levels of the organization
- Helping the organization grow by actively participating in recruitment
- Help in knowledge sharing, social activities like blog writing, etc.

Vacancy-3: For ME and Civil

Name of the Company : **Dona Service.com(India) Private Limited**
Eligibility : B. Tech - ME & Civil
Role : Associate Consultant – Autocad and 3D Design Role.
Shift : 12Noon to 12Midnight
Location : Noida

Final placement will be offered based on the performance during Fixed Term Employment

Roles and Responsibilities

1. Design vinyl pools, safety covers and panel designs based on dimensional information provided.
2. Proficient in AutoCAD for designing purposes.
3. Design 3D part, assembly designs and blown-up views in 3D design platform.
4. Ability to work in fast paced production design environment
5. Using existing tools and systems to produce products
6. Ability to establish effective working relationships with internal and international teams
7. Apply provided constructive feedback for personal development and growth
8. Capability to work discretely with highly confidential information such as reports, manuals and design

Minimum Requirements

1. B. Tech /B.E Graduate (Mechanical & Civil stream only).
2. Hands on AutoCAD software required and certification preferred.
3. Hands on experience on Inventor/ Solid Works are necessary.
4. Swimming pool industry background preferred, but not necessary.
5. Proficient with MS Office (MS-Word, MS-Excel, MS-PowerPoint and MS-Visio) applications.
6. Must demonstrate strong math, data-entry, customer service, time management and multitasking skills.
7. Self-motivated learner with attention to detail and a high level of accuracy.
8. Ability to work under pressure, especially during peak season.
9. Strong analytical skills with a demonstrated ability to analyse customer requirements
10. Effective written and interpersonal communication ability is must

Vacancy-4: For EE

Company Name : KV Power Transmission Limited

Eligibility : B. Tech – EE
Joining- January/ July Joining.
Location – Pan India
Job Title : Trainee Engineer

Responsibilities:

1. Working in the areas of Power Generation / Distribution.
2. Ability to design distribution network.
3. Working at power plants and distribution stations.
4. Working as a part of quality, R & D, power generation or distribution teams as required by the company.

Q4. Using STAR method of responding to a behavioral-based interview, answer the following:

- a) Describe a situation in which you were able to use persuasion to successfully convince someone to see things your way.
- b) Describe the time when you had too many things to do and you were required to prioritize your tasks.

(5x2=10)
(LO3&4)

Q6. Write and discuss your point of view on the following topics:

- a) Mission to MARS: Can India afford spending a fortune on such projects?
Or
There is no substitute to hard work.

(5x2=10)
(LO3)

- b) Disinvestment in Indian Context: Present Scenario