



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

**MID TERM EXAMINATIONS (TERM - IV)**

**Academic Session- 2020-21**

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Subject Name : **Art of Self-Branding for Successful Corporate Inning (SSP-IV)** Time: 01.30 hrs

Sub. Code: PG 26

Max Marks: 20

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**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION - A**

**04+04 = 08 Marks**

**Q. 1: Case Study:**

Ramanna Chidambaram was struggling and indigent citizen in the city of Madras in India at the edge of poverty. While performing his studies, his teachers noticed that he seems to have exceptional skills and knowledge but lacks in presenting his thoughts and ideas. Being from poor background, his friends made fun of his dressing and they used him for rudimentary tasks. During his school education he was treated very badly by his friends for not having proper stationery, bag and his hesitation of raising questions.

After his schooling completed, he came to the city for attending college. Upon arrival, Ramanna met with various forms of prejudice and found his adjustment to city to be more difficult than expected, though his professors were much impressed by the potential abilities which he had put into real evidence during his contact with them. Being introvert, he had to face various issues regarding communication and expressing his thoughts.

Professor remained concerned about Ramanna's ability to communicate effectively due to his lack of experience in public speaking and introvert personality, but with perseverance he managed to get encouraged for class participation. It became clear to his professors that, Ramanna's insights exceed the simple tasks that are assigned to him and soon one of his professor's encouraged him to make his personal thoughts available to the general public and to start communicating with others. During this, one more professor noticed a slight improvement in Ramanna's class participation.

Ramanna was very creative and efficient poet. Once during inter-college cultural fest he was asked to participate in the competition and present his poem. Although at first he hesitated a lot but when his friends encouraged him then he agreed on the same. There comes the fear of public speaking and confidence which is big hurdle for Ramanna. He reached to his professor to seek his expert opinion. Then the professor suggested him to apply mirror reflection therapy. As per action reflection learning theory (Marsick, Cederholm, Turner, & Pearson, 1992), when a person receives the responses or feedback of his activities in the same time then he can learn much faster. In simple words, reflection of every action helps in learning quickly. The same applied to mirror reflection therapy. To develop overall confidence one should stand in front of mirror and express his thoughts or content loudly so that he can identify his flaws himself. His voice quality, pitch, tone, body language, and facial expressions, all can be easily assessed. Ramanna practiced his poem in front of mirror and he found out that he is gaining confidence for the same. He started enjoying his lectures, communicating with his friends and studying.

Finally, the day for poem competition and the much awaited moment came. Ramanna was dressed very simple in Indian traditional clothes and with full confidence he reached on stage. He held the mike and with all his confidence and toned voice he started with his poem.

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There was pin drop silence in the hall and every one was focusing on Ramanna only. He finally ended up his poem with all his energy, toned voice quality, and expressions. Everyone was mesmerized with his performance and they applauded for him.

Ramanna not only got appreciation but also won the contest and became a very well-known personality for everyone. This drastic change from being a silent boy to the well-known poet was the effect of the mirror therapy and continuous motivation which he got from his faculties and friends. Later, he started his career in literature and poetry and became a well-known poet.

**Questions:**

Q. 1 (A). What challenges did Ramanna face and why? Also discuss the impact of the therapy on Ramanna?

Q. 1 (B). How can mirror reflection technique help you in developing your personality? Elaborate with your life instance.

**SECTION - B**

**02×03 = 06 Marks**

Q. 2:. Discuss the Dons of the Resume which are commonly mistaken by candidates.

Q. 3: You have a meeting with a colleague from a different department scheduled for 10:00am. You've spoken to the receptionist and you have been waiting outside the colleague's office for a while and it is now 10:05. You want to make sure the person knows you're there. Which option from below will you opt for:

- a. Peek your head in the doorway and say "Excuse me"
- b. Stand near the door where your colleague will see you
- c. Continue to sit and wait
- d. Enter the office confidently, introduce yourself and remind them you have a 10:00 am meeting.

Q. 4: Describe the skills gap analysis process by giving your own example while applying for some job profile of your interest.

**SECTION - C**

**03×02 = 06 Marks**

Q. 5. Draft an email to your boss sharing an idea and requirement for new software installation in computers of your department.

Q. 6. You receive a call from a customer complaining the damaged product delivery by your company. How will you deal with the customer's complain on phone? Write down the conversation.