



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 (2020 -22)

MID TERM EXAMINATIONS (TERM -III)

Academic Session- 2020-21

Subject Name : Resume Writing & Art of Converting SIP into PPO Time: 01.30 hrs

Sub. Code: PG 23

Max Marks: 20

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:

Nishant is searching for an internship in Digital Marketing. He has 2 years of sales experience prior to joining the PGDM course. He has worked as a sales executive at Bata and had also received the best salesperson award for both years. While pursuing his PGDM he had done various value-added courses like Yellow Belt Six Sigma, Google Analytics, and Soft Skills. Further, he had done a live project of 2 weeks at Zomato, where he was responsible for doing market research and data collection. Nishant has always participated in various in house club activities and inter-institute competitions.

(A) Based upon the above mentioned information, design a detailed resume for Nishant. (4)

(B) Which type of resume would increase his chance of getting the internship opportunity? Give reasons for your answer. (4)

SECTION – B

02×03 = 06 Marks

Q. 2: Networking plays an important role in advancing one's career. Discuss the various strategies an individual can adopt for successful networking.

Q. 3: Discuss the various roles an individual can take in a group discussion.

Q. 4: Explain the technique you would adopt for the group discussion topic- Red is White. Also, apply the technique on the topic to support your answer.

SECTION – C

03×02 = 06 Marks

Q.5. H&M is seeking an intern, who would be responsible for managing the inventory and achievement of sales target. The applicant should have strong communication skills and team skills. Design a Cover Letter for this position.

Q. 6. "Building a network of contacts to help one find jobs appear to be selfish. It involves acquiring friendships just to use them for one's personal benefit." Discuss this view. Discuss ways of creating personal brand through LinkedIn?

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	1, 5	11
CO2	2, 6	5
CO3		
CO4	3, 4	4
CO5		

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