



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) END TERM EXAMINATION (TERM - III)

Subject Name **Resume Writing & Art of Converting SIP into PPO**

Time: **02.00 hrs**

Sub. Code : **PG-23**

Max Marks: **50**

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 2 Case Studies of 10 marks each, Section B carries 2 questions of 10 marks each and Section C carries 5 questions of 2 marks each.

SECTION - A

10×02 = 20 Marks

Q. 1: Bata is seeking an Intern, who would be responsible for managing day to day operations of the store, achievement of sales target and inventory management. Applicant should have strong computer skills and analytical skills. Applicant with strong communication skill and team skills will have an edge. Design a Resume for this position.

Q. 2: Case Study: Employment Interview of RP Sinha

Mr R P Sinha is an MBA. He is being interviewed for the position of Management Trainee at a reputed company. The selection committee is chaired by a lady Vice-President. Mr Sinha's interview was as follows-

Committee: Good Morning !

Mr Sinha: Good Morning to Sirs and Madam !

Chairperson: Please, sit down

Mr Sinha: Thank You (sits down at the edge of the chair. Keeps his portfolio on the table)

Chairperson: You are Mr RP Sinha

Mr Sinha: Yes, madam. This is how I am called.

Chairperson: Why do you want to work in our organization>

Mr Sinha: It is just like that. Also, because it has good reputation.

Member A: This job is considered to be quite stressful. Do you think you can manage the stress involved?

Mr Sinha: I think there is too much talk about stress these days. Sir, would you tell clearly what you mean by stress? I am very strong for any stress.

Member B: What are your strengths?

Mr Sinha: Sir, who am I to talk boastfully about my strengths. You should tell me my strengths.

Member C: What are your weaknesses?

Mr.Sinha: My weakness is I become angry very fast.

Member A: Do you want to ask us any question?

Mr Sinha: Yes, sir! What are the future chances for one who starts as a management trainee?

The member tells Mr Sinha the typical career path for those starting as Management Trainee. The Chairperson thanks Mr Sinha.

Mr Sinha promptly says in reply, “you are welcome,” and comes out.

Q2 (A) Rewrite the responses that you consider most effective to the above questions in a job interview. (5)

Q2 (B) Mr Sinha has observed the norm of respectful behavior and polite conversation. But, do you think there is something wrong in the case? Account for your general impression of Mr Sinha’s performance at the interview. (5)

SECTION - B

10×02 = 20 Marks

Q. 3: Your friend Saurav is excellent in studies and has scored distinction in all key subjects. But his communication skills are poor and he cannot get along with others. By himself he turns out great, but he is a bad team worker. He believes that his academic score will get him the job. How will you convince Saurav that soft skills are important? What are the ways in which Saurav can improve his communication skills?

Q4 (a) As an intern, write an email to your internship Project Manager, informing about the progress that you are making and some difficulties that you are encountering. **(5 marks)**.

Q4 (b) You are a part of the corporate communication team in your company. Prepare a WhatsApp message for the following communication (minimum 50 words) that should be outlined in Greeting, Purpose and Closing Remarks.

- i. With all creativity, promote a product of your company by announcing a special sale or complimentary gift to your customers this holiday season. **(2.5 marks)**
- ii. Invite your office colleagues for Grand Opening of apparel store in a renowned Mall with mention of date, time and engagement activities and prizes. **(2.5 marks)**

SECTION - C

02×05 = 10 Marks

Q. 5 (A): State the purpose and place (sequence) of the following elements in a report:

- i. Abstract
- ii. Introduction
- iii. Appendices
- iv. Table of content
- v. Recommendations

Q. 5 (B): Just as routine or ordinary topics are made interesting by great delivery, very interesting topics are made dull or monotonous by bad delivery. Delivery makes all the difference. Discuss.

Q. 5 (C): “Appearance oft proclaims man” Discuss this statement with reference to appearance as a type of non-verbal communication.

Q. 5 (D): What is networking? Networking plays an important role in advancing one’s career. What networking ways an individual can use to achieve it.

Q. 5 (E): Business organizations are looking for people who are not only well qualified, but are also employable. Elucidate.