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MNM-027

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS/POST GRADUATE
CERTIFICATE IN ADVERTISING AND
INTEGRATED COMMUNICATIONS
(PGDAIC/PGCAIC)**

Term-End Examination

December, 2024

MNM-027 : VOCATIONAL LIFE SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all Sections as directed.*

Section—A (Marks : 30)

Note : *Attempt any **six** of the following questions.
Each question carries 5 marks.*

1. Discuss the role of body language in professional communication.
2. Explain the key components and structure of an e-mail.

3. What is cultural empathy, and why is it essential in team dynamics ?
4. Outline the key components of effective business writing.
5. How can social media skills enhance your professional profile ?
6. What are the key elements of a well-structured resume ?
7. Discuss the role of cloud computing in advertising.
8. Discuss the role of online search skills in professional research.

Section—B (Marks : 20)

Note : *Answer any **one** of the following questions.
Each question carries 20 marks.*

9. Imagine you are preparing for a job interview. Discuss how you would use non-verbal communication to make a positive impression on the interviewer. Provide examples to support your answer.
10. You have been assigned to make a PPT for a client. Explain the steps you would take to ensure that it is professional, clear and effective. Use specific examples to illustrate your points.

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