

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

Term-End Examination

June, 2025

MNM-027 : VOCATIONAL LIFE SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt both Section as directed.*

Section—A (Marks : 30)

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

1. Explain the significance of active listening in communication.
2. Discuss the importance of tone in professional e-mails.
3. How does understanding team dynamics contribute to effective teamwork ?

4. Describe the purpose and structure of a business report.
5. What strategies can be employed to manage professional social media accounts effectively ?
6. How should you prepare for a job interview ?
7. Discuss the impact of computer literacy on productivity in the workplace.
8. Explain the importance of verifying information during online research.

Section—B (Marks : 20)

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

9. Consider a scenario where you are part of a multicultural team. How would you use non-verbal communication and cultural empathy to resolve a conflict within the team ? Discuss with examples.
10. Write a detailed note on how to craft a cover letter and professional resume that effectively highlights your skills and experiences. Provide examples to support your explanation.

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