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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

June, 2026

MNM-027 : VOCATIONAL LIFE SKILLS

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt both Section as directed.*

Section—A (Marks : 30)

Note : *Write short notes on any **six** of the following. Each question carries 5 marks.*

1. Importance of eye contact as a non-verbal communication skill.
2. Essential elements of an effective email.
3. Significance of cultural empathy in fostering a inclusive workplace.
4. Components of a Strong Business Proposal.
5. Importance of social media crisis management.
6. Key constituents of a well-crafted resume.
7. Importance of strong passwords for cyber security.
8. Ethical considerations in online research.

Section—B (Marks : 20)

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

9. How can effective interview skills, contribute to a job seeker's success in the competitive job market ? Provide specific tips on highlighting key strengths, and mastering interview techniques to stand out among other candidates.

10. How can mastering business writing, enhance a professional's ability to convey ideas with precision and professionalism ? Provide specific examples of situations where strong business writing skills are crucial in a professional environment.

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