



# 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 (2018-20) MID TERM EXAMINATIONS (TERM - IV)

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Subject Name **Art of Self Branding for Successful Corporate Inning (SSP-IV)** Time: **01.30 hrs**  
Sub. Code **PG-26** Max Marks: **20**

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**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:

Your mentor introduces you to her colleague who introduces you to a business lead (say Jane Smith), who consents to an informational interview. Draft an email for:

- a) Keeping your mentor in the loop as they want to know you are taking their advice and reaping the fruits of your efforts. Your mentor is there to help you succeed. You send your mentor's colleague a nice thank-you and schedule the interview.
- b) Maintain good relationships with everyone with whom you come into contact, and you will benefit in the long run. Sending thank-you notes shows good manners and an appreciative attitude, and it's a good way to stay connected. The interview is substantive, and you send Jane Smith a nice thank-you.

### SECTION - B

**02×03 = 06 Marks**

Q. 2: Develop your SWOT analysis and explain the each component of the SWOT in detail. Also explain your strategy to work on your W & T

Q. 3: List down various frequently asked questions in an interview? Provide a suggestive answer to each

Q. 4: Which one better describes you: 'done is better than perfect' or 'everything has to look perfect'?

### SECTION - C

**03×02 = 06 Marks**

Q. 5. What do you do to increase your confidence in situations where it is lacking?

Q. 6. List down and explain the qualities which differentiate you from others