

No. of Printed Pages : 2

**MNM-027**

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

**Term-End Examination**

**June, 2024**

**MNM-027 : VOCATIONAL LIFE SKILLS**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer both Sections as directed.*

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**Section-A**

**Note :** *Write short notes on any **six** of the following  
(80 to 100 words). Each question carries  
5 marks.*

1. Facial Expressions
2. Active Listening during phone calls

**P. T. O.**

3. Work Culture
4. Layout of a business letter
5. Personal Branding
6. Structure of a Resume
7. Microsoft PowerPoint
8. Tips for online research

### **Section-B**

**Note :** *Attempt any **one** of the following question (350 to 400 words). Each question carries 20 marks.*

9. Discuss the fundamental techniques for excelling in a job interview. Highlight the importance of interview preparation, effective body language, and communication skills during interviews.
10. Explore the importance of non-verbal communication cues such as eye contact, body language, and gestures in building rapport with colleagues and clients during face-to face interactions.