QP Code: U25C005

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER SEC (FYUGP) DEGREE EXAMINATIONS,OCTOBER 2025
BBA
BBA3FS113 : SKILLS FOR EMPLOYABILITY
2024 Admission Onwards
(Credits: 3)

Time:1.5 Hours **Maximum Marks:50**

Section A

*Answer **All**. Each question carries **2** Marks.* ***(Ceiling: 16 Marks)***

1. What is meant by a "disrupted" workplace?
2. Define Online Platforms for Career Exploration.
3. Define Enhancing Verbal Communication skills for Effective Collaboration Public Speaking Skills.
4. Define Decision-Making Processes in Professional Scenarios.
5. What are informational interviews?
6. What is meant by "building a bridge" in a career shift?
7. Name two job platforms suitable for BBA students.
8. Define cross-cultural communication and its importance in a Globalized Workplace - Cultural Sensitivity.
9. What do you meant by Creativity and Innovation ?
10. Define Creation of Career Development Plan.

Section B

*Answer **All**. Each question carries **6** Marks.* ***(Ceiling: 24 Marks)***

11. As a final-year BBA student preparing for placements, explain how you would create an impactful resume, write an effective cover letter, and build a strong digital presence to improve your employability.
12. What kind of content works well on Instagram for career purposes?
13. Explain how to answer the question "Tell me about yourself in an Interview.
14. "In today's job market, your online identity is just as important as your resume." Critically evaluate this statement with reference to platforms and strategies discussed in this chapter.

Turn Over

15. What is a stress interview? How should a candidate handle it?

Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10 Marks)***

16. "Job application letters must be customized to the job and company". Explain this statement and compare different types of job letters with examples.

17. What does a stress Interview try to assess?

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