

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

**CC24UBBA3FS113 - SKILLS FOR EMPLOYABILITY**

(B.B.A. - SEC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

**Part A (Short answer questions)**Answer ***all*** questions. Each question carries 2 marks.

1. What is the hidden job market? [Level:2] [CO1]
2. What does " the elimination game " refer to in hiring? [Level:2] [CO1]
3. What is one reason recruiters google job candidates? [Level:2] [CO2]
4. What is the purpose of a resume? [Level:2] [CO2]
5. Mention any two traditional interview questions. [Level:2] [CO3]
6. What is the purpose of a cover letter? [Level:2] [CO3]
7. Explain the traditional interview questions. Give two examples? [Level:2] [CO3]
8. Name two formats of professional business letters. [Level:2] [CO4]
9. Conclude the benefits of using bullet points in web content. [Level:2] [CO4]
10. Explain why is it necessary to keep email messages concise and to the point in a business setting? [Level:2] [CO4]

**(Ceiling: 16 Marks)****Part B (Paragraph questions/Problem)**Answer ***all*** questions. Each question carries 6 marks.

11. Mention the strategies for overcoming job search procrastination. [Level:2] [CO1]
12. Explain different types of Resume. [Level:2] [CO2]
13. Discuss the role of soft skills in job interviews. Why are they often considered as important as technical skills? [Level:2] [CO3]
14. Explain the importance of using headings and subheadings in web writing. [Level:2] [CO4]

15. Discuss why maintaining politeness is important in both positive and negative email [Level:2] [CO4] communications.

**(Ceiling: 24 Marks)**

**Part C (Essay questions)**

Answer any ***one*** question. The question carries 10 marks.

16. Describe the role of digital identity (LinkedIn, online profile, etc.) in modern job [Level:2] [CO1] hunting.

17. Design a personal digital branding strategy for the next 3 months using linkedIn, one [Level:2] [CO2] other platform, and a content plan. Include routines, goals, and platform choices.

**(1 × 10 = 10 Marks)**

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