

Daffodil International University
Faculty of Business & Entrepreneurship
Department of Business Administration
Program: BBA

Time: 1 Hour and 30 Minutes

Full Marks: 25

Course Code: 0031-411

Course Title: Employability 360

Teachers' Initial: RA/Kamrul/Shujan/Kamrul

Section: All

Semester: Summer 2026

Answer the following questions with necessary examples.

Serial	Question	Marks
1	As industries rapidly change due to technology and globalization, how can young professionals prepare themselves to face the challenges of the modern business market and remain employable? Explain with examples [CLO1, level 2]	5
2	Abir is a third-year BBA student. He has good academic results but is unsure whether to pursue a career in banking, marketing, or entrepreneurship. Apply career planning tools and techniques to help Abir to make an informed career choice. [CLO 2 level 3]	5
3	If you had the opportunity to reinvent the traditional CV for today's digital era, what innovative features, interactive elements, or personalized sections would you add to make it more engaging and effective for employers, and why? Experiment with example [CLO 2 level 3]	5
4	Imagine your social media profiles and professional interactions are all part of a 'personal brand campaign.' Design a strategy where your brand stands out in a crowded market. Explain three unique techniques would you use to make people remember you. [CLO 3, level 5]	5
5	Suppose you often feel nervous while speaking in front of others. Explain practical presentation tips and techniques which can help you communicate more effectively in professional settings. CLO 3, level 2]	5