

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

Time: 1 Hour and 30 Minutes  
Course Code: 0031-411  
Section: All  
Semester: Fall 2025

Full Marks: 25  
Course Title: Employability 360  
Teachers' Name: All

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**Answer the following questions with necessary examples.**

| Serial | Question                                                                                                                                                                                                                                                                 | Marks |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1      | In a rapidly changing job market driven by automation and globalization, what unique challenges do students face in becoming employable, and how can practitioners bridge the gap between academic learning and real-world skills? <b>Explain</b> [CLO1, level 2]        | 5     |
| 2      | If your career were a journey, how would clear goals help you stay on the right path to success? <b>Construct</b> a SMART goal [CLO 2 level 3]                                                                                                                           | 5     |
| 3      | <b>Develop</b> a professional CV or résumé targeting a particular job position (e.g., Marketing Executive, Financial Analyst, or HR Officer). Emphasize relevant education, achievements, and skills that make you a suitable candidate for the position. [CLO2 Level 3] | 5     |
| 4      | How can business graduates strategically utilize their strengths and overcome their weaknesses to enhance their employability and competitiveness in the job market? <b>Analyze</b> [CLO 3, level 4]                                                                     | 5     |
| 5      | <b>Assume</b> you were to deliver a sales presentation on behalf of your company, what approaches and tactics would you use to boost your effectiveness and ensure a successful outcome?.[CLO 3, level 4]                                                                | 5     |