

UNIT 5: PLANING CAREER AND PERSONAL BRANDING

TEST

1. Which of the following sentences is false?

- a) Career planning is not a one-time activity
- b) Career planning is a one-time activity**
- c) Career planning is not a hard activity
- d) Career planning provides goals to achieve

2. Permanent “beta” phase means:

- a) Be aware of the environment and change and adapt constantly**
- b) Be aware of the environment and be inflexible with your strategy
- c) Change and adapt constantly considering only your own situation
- d) To forget long term planning

3. To have a good contact network, as large as possible, you have to prioritize:

- a) Quantity relationships among quality
- b) Only quantity
- c) Quality relationships among quantity**
- d) Only quality

4. Look beyond your current job for transferable skills means:

- a) Every job requires a certain set of skills, and it’s much better to categorize yourself in terms of job titles than skills

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b) Every job requires a certain set of skills, and it's much better to categorize yourself in terms of these skill sets rather than focusing just on job titles

- c) Having information about career trends
- d) Define some short term goals and some long term goals

5. Which of the following sentences is true?

a) We all have a personal brand; the difference is whether you want to manage it or not

- b) We have a personal brand only if we work on it
- c) We don't need strategy to develop our personal brand
- d) We don't need to begin with an end in mind and have strong expectations

6. To start your professional career:

- a) You shouldn't think about your passion, just follow the market
- b) You should know your passion in order to direct your career toward your goals**
- c) Avoid any thinking about professional career at the beginning
- d) All the sentences are correct

7. Currently the best companies are:

- a) Those with fixed idea and no changes at all
- b) Those with a great capacity for accounting
- c) Those with a great capacity for adaptation**
- d) None of the above is correct.

8. One of the bases of personal branding throughout your professional career is:

- a) Skills to build relationship**
- b) Leadership
- c) Engineering Education

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d) None of the above is correct.

9. In personal branding, be empathetic means:

- a) Improve your skills as you see the world from the perspective of others
- b) Discover what people want
- c) You just start building honest relationships when you put yourself on the shoes of the other person

d) All the sentences are correct

10. Which of the follow is not a tactic to improve your career:

- a) Map Your Path Since Last Career Planning
- b) Make Career Planning a regular event
- c) Look Beyond Your Current Job for Transferable Skills

d) Reflect on your beliefs

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