

**Intern**

x

**Intern**  
You are not only here to bring coffee but also to learn and work ☑️

.....

**Project Manager**

x

**Project Manager**  
You have a leadership spirit and the company counts on you 🧡

.....

**Business Developer**

x

**Business Developer**  
You love things that looks like bills 🧾

.....

**Community Manager**

x

**Community Manager**  
You like sending funny memes on the social media of the company 🤡

.....

# CHANCE or NOT ?

You made a funny joke during the meeting, it made the Boss laugh! 😄

You win 1 point



# CHANCE or NOT ?

You slept well last night, you feel extra motivated today! ⚡

You win 1 point



# CHANCE or NOT ?

You warmly welcomed the new apprentice in the company 🤝

You win 1 point



# CHANCE or NOT ?

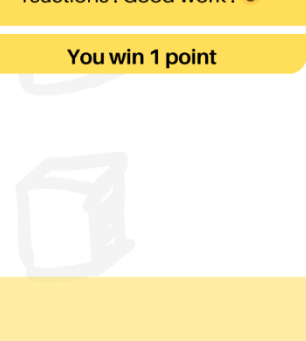
You smiled and stayed positive all day, keep it up! 😊

You win 1 point



You posted a new Instagram reel and it received tons of reactions! Good work! 🥳

You win 1 point



# CHANCE or NOT ?



Your Boss asked you to animate a meeting and you were excellent at it! 🍷

You win 3 points

# CHANCE or NOT ?



You bring coffee to the boss and all the team, they appreciate it. ☺

You win 1 point

# CHANCE or NOT ?



You arrive early at work to finish your work from yesterday 🙄

You win 1 point

# CHANCE or NOT ?



The client is very happy with your work, congrats! 🎉

You win 1 point

Phone call from the boss, he wants you to do additional hours late at night, you want to make good impression so you accept 🙄

You win 2 points

# CHANCE or NOT ?



A normal day of work 😊

**You keep your points**

# CHANCE or NOT ?



A normal day at the office,  
nothing happened 😊

**You keep your points**

# CHANCE or NOT ?



# CHANCE or NOT ?



You left your dirty dishes in the  
lunchroom and it smells awful. 🤢

**You lose 2 points**

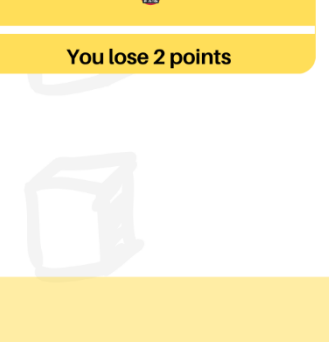
# CHANCE or NOT ?



You forgot the Boss's birthday ! 🎂

**You lose 1 point**

# CHANCE or NOT ?



You disrespected the new  
apprentice, the boss heard you. 🗣️

**You lose 2 points**

# CHANCE or NOT ?

You didn't respect the deadline date for a project. 😞

You lose 1 point

# CHANCE or NOT ?

You arrived at the office 1 hour late. 😞

You lose 2 points

# CHANCE or NOT ?

# CHANCE or NOT ?

You arrived at the office 30 minutes late. 😞

You lose 1 point

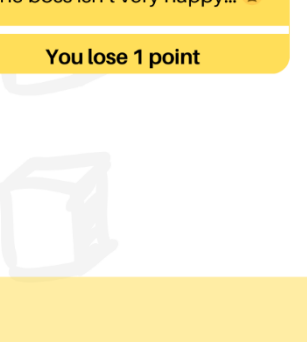
# CHANCE or NOT ?

You participated in a meeting and found it so boring that you fell asleep... 😞 But the boss was here and saw you.

You lose 3 points

You wrote an email for a big client but made a lot of mistakes. The boss isn't very happy... 😞

You lose 1 point



## Communication

### Question

Which communication tool is commonly used for brief and informal messages in the workplace ?

- A) Formal Letters
- B) Memos
- C) Posters
- D) Smoke Signals

1

B) Memos

## Communication

### Question

What is the primary purpose of a resume in professional communication ?

- A) Sharing personal anecdotes
- B) Providing references
- C) Applying for a job
- D) Writing a novel

1

C) Applying for a job

## Communication

### Question

What does the acronym "SMS" stand for in the context of messaging ?

- A) Short Message Service
- B) Social Media Sharing
- C) Simple Mail System
- D) Speedy Messaging System

1

A) Short Message Service

## Communication

### Question

In email communication, what does "CC" stand for ?

- A) Centralized Communication
- B) Carbon Copy
- C) Confidential Correspondence
- D) Critical Correspondent

1

B) Carbon Copy

## Communication



### Question

What does the acronym "FAQ" stand for ?

- A) Frequently Answered Questions
- B) Frequently Asked Questions
- C) Frequently Anticipated Questions
- D) Frequently Acquired Quotations



1

B) Frequently Asked Questions

## Communication



### Question

Which social media platform is known for its disappearing "Stories" feature ?

- A) Instagram
- B) TikTok
- C) Snapchat
- D) Reddit



1

C) Snapchat

## Communication



### Question

Which social media platform is known for its 140-character limit for posts ?

- A) Twitter
- B) Instagram
- C) Facebook
- D) Reddit



1

A) Twitter

## Communication



### Question

Which communication channel allows for real-time, face-to-face interaction over the internet ?

- A) Email
- B) Video Conferencing
- C) Postal Mail
- D) Telegram



1

B) Video Conferencing

## Communication



### Question

What is non-verbal communication ?

- A) Written communication
- B) Verbal communication over the phone
- C) Body language and facial expressions
- D) Email communication

2

C) Body language and facial expressions

## Communication



### Question

What is the purpose of a "thank-you" email in professional communication ?

- A) Requesting a favor
- B) Expressing gratitude
- C) Declining an offer
- D) Apologizing

2

B) Expressing gratitude

## Communication



### Question

What is the purpose of using a subject line in an email ?

- A) Adding humor
- B) Hiding information
- C) Indicating the sender's mood
- D) Providing a brief summary

2

D) Providing a brief summary

## Communication



### Question

What role does culture play in communication ?

- A) No role
- B) Minor role
- C) Major role
- D) Only in international business

2

C) Major role



## Communication



### Question

What does the term "body language" refer to in communication ?

- A) Written words
- B) Verbal expressions
- C) Non-verbal expressions
- D) Email etiquette

2

C) Non-verbal expressions

## Communication



### Question

Which non-verbal cue is commonly associated with agreement or approval ?

- A) Frowning
- B) Nodding
- C) Crossed Arms
- D) Eye Rolling

2

B) Nodding

## Communication



### Question

Why is active listening important in communication ?

- A) It's not important
- B) It helps to pass the time
- C) It ensures understanding and effective communication
- D) It is only necessary for managers

2

C) It ensures understanding and effective communication

## Communication



### Question


What is the objectives of the communication (multiple choice) ?

- A) Make people know
- B) Make people love
- C) Make people act

2

All of them

Communication



3


Question

In the context of digital marketing, what is the purpose of a conversion rate ?

- A) Measuring the percentage of website visitors who take a desired action
- B) Calculating the total revenue of a marketing campaign
- C) Analyzing the click-through rate of online ads
- D) Estimating the cost of a social media post

A) Measuring the percentage of website visitors who take a desired action

Communication



3


Question

What is the "unique selling proposition" (USP) in marketing communication ?

- A) The percentage of market share a product holds
- B) A distinctive feature or benefit that sets a product apart from its competitors
- C) The overall cost of a marketing campaign
- D) The total number of units sold in a given time period

B) A distinctive feature or benefit that sets a product apart from its competitors

Communication



3


Question

In the context of social media marketing, what is the purpose of A/B testing ?

- A) Increasing organic reach
- B) Evaluating the effectiveness of different ad creatives or strategies
- C) Identifying target demographics
- D) Measuring brand awareness

B) Evaluating the effectiveness of different ad creatives or strategies

Communication



3


Question

What does the term "guerrilla marketing" refer to in the context of marketing communication ?

- A) Traditional advertising methods
- B) Large-scale promotional events
- C) Unconventional and low-cost marketing tactics
- D) Online marketing campaigns

C) Unconventional and low-cost marketing tactics

Communication



3


Question

Which stage in the AIDA model represents the point at which a customer makes a purchase decision ?

- A) Attention
- B) Interest
- C) Desire
- D) Action

D) Action

Communication



3


Question

What is the importance of 'voice tone' in communication ?

- A) It has no importance
- B) It affects how the message is perceived
- C) It is only important in written communication
- D) It only matters in verbal communication

B) It affects how the message is perceived

Communication



3


Question

What is the primary goal of integrated marketing communication (IMC) ?

- A) Maximizing advertising budgets
- B) Achieving a consistent and unified brand message
- C) Focusing solely on social media marketing
- D) Minimizing the use of digital channels

B) Achieving a consistent and unified brand message

Communication



3


Question

what does 'cross-cultural communication' mean ?

- A) Communicating within the same culture
- B) Avoiding communication with different cultures
- C) Effectively communicating across different cultures
- D) Focusing only on non-verbal communication

C) Effectively communicating across different cultures

Communication



3


Question

How does 'organizational storytelling' aid in communication ?

- A) It has no role in communication
- B) It's only for entertainment
- C) It helps in sharing knowledge and shaping organizational culture
- D) It's used only in marketing

C) It helps in sharing knowledge and shaping organizational culture

Communication



3


Question

What is 'crisis communication'?

- A) Regular daily communication
- B) Communication during a normal business situation
- C) Managing the company's communication in response to a crisis
- D) Only used in the public relations department

C) Managing the company's communication in response to a crisis

Communication



3


Question

How does technology impact organizational communication ?

- A) It has no impact
- B) It complicates communication
- C) It enhances and streamlines communication
- D) It is only useful for large companies

C) It enhances and streamlines communication

Communication



3

Question

What is a communication strategy in a business context ?

- A) A random approach to communication
- B) A planned approach to delivering information effectively and efficiently
- C) Only focused on external communication
- D) Focused solely on advertising

B) A planned approach to delivering information effectively and efficiently

★

# Project Management



**Question**  
 What does 'WBS' stand for in project management ?

A) Work Breakdown Structure  
 B) Workload Balancing System  
 C) Weekly Business Schedule  
 D) Wide Bandwidth Service

A) Work Breakdown Structure

★

# Project Management



**Question**  
 What is a project milestone ?

A) The end of the project  
 B) A significant point or event in the project  
 C) A small task within the project  
 D) A team meeting

B) A significant point or event in the project

★

# Project Management



**Question**  
 What is a Gantt chart used for in project management ?

.....

To visually represent the timing and dependencies of project tasks.

★

# Project Management



**Question**  
 How important is communication in a project team ?

A) Not important  
 B) Somewhat important  
 C) Very important  
 D) Only important at the start and end of the project

C) Very important

Project Management

**Question**  
 What is the purpose of a SWOT analysis in the context of project planning?

- A) To identify and prioritize project risks
  - B) To assess the project's strengths and weaknesses
  - C) To allocate resources effectively
  - D) To create a timeline for project activities
- .....

**2**

B) To assess the project's strengths and weaknesses

Project Management

**Question**  
 What is the purpose of a milestone in project management?

- A) To mark the end of the project
- B) To identify potential risks
- C) To track project expenses
- D) To signify a point in the project timeline

**2**

D) To signify a point in the project timeline

Project Management

**Question**  
 In the context of project communication, what is a RACI chart used for?

- A) Identifying project risks
  - B) Documenting project objectives
  - C) Clarifying roles
  - D) Tracking project expenses
- .....

**2**

C) Clarifying roles

Project Management

**Question**  
 What is the role of a project manager in change management?

- A) To resist change to maintain project stability
- B) To communicate and facilitate the change process
- C) To delegate change management tasks to team members
- D) To ignore changes and focus on the original project plan

**2**

B) To communicate and facilitate the change process

☆☆

## Project Management



**Question**  
What does the acronym SMART stand for in the context of project

- A) Specific, Measurable, Achievable, Relevant, Time-bound
- B) Strategic, Meaningful, Analytical, Resourceful, Tactical
- C) Simple, Motivating, Attainable, Realistic, Timely
- D) Specific, Manageable, Accountable, Realistic, Timely

2

A) Specific, Measurable, Achievable, Relevant, Time-bound

☆☆

## Project Management



**Question**  
What is the purpose of a Gantt chart in project management?

- A) To manage project risks
- B) To track project expenses
- C) To visualize project dependencies
- D) To communicate with stakeholders

2

C) To visualize project dependencies

☆☆

## Project Management



**Question**  
What does the RACI matrix help define in project management?


- A) Project budget
- B) Project scope
- C) Roles and responsibilities
- D) Project schedule

2

C) Roles and responsibilities

☆☆

## Project Management



**Question**  
What is the primary purpose of a risk register?

- A) To track project expenses
- B) To document and manage project risks
- C) To record stakeholder feedback
- D) To create a timeline for project activities

2

B) To document and manage project risks

## Project Management



### Question

What is the purpose of a stakeholder analysis?

- A) To identify and prioritize project risks
- B) To identify individuals that may impact
- C) To allocate resources effectively
- D) To track project progress

.....

2

B) To identify individuals that may impact

## Project Management



### Question

What is the critical path in a project schedule?

- A) The path with the most activities
- B) The path with the least activities
- C) The longest path that determines the project
- D) The shortest path that ensures project completion

.....

2

C) The longest path that determines the project

## Project Management



### Question

In Agile development, what does the term "sprint" refer to?

- A) A quick development phase
- B) A short project meeting
- C) A time-boxed iteration of work
- D) A final project delivery

C) A time-boxed iteration of work

2

## Project Management



### Question

What is the purpose of a lessons learned document in project management?

- A) To document project expenses
- B) To provide a historical record of project activities
- C) To capture and share insights gained during the project
- D) To track project risks

C) To capture and share insights gained during the project

2



Project Management



VELH CREATORS

**Question**  
What is 'Six Sigma' ?

A) A project management software  
B) A quality management methodology  
C) A financial analysis technique  
D) A team building exercise

3

B) A quality management methodology

Project Management



VELH CREATORS

**Question**  
How does 'resource leveling' benefit a project ?

A) It reduces the need for resources  
B) It ensures resources are used efficiently  
C) It increases project costs  
D) It's only used in construction projects

3

B) A project management technique that measures project performance

Project Management



VELH CREATORS

**Question**  
What is 'earned value management' (EVM) ?

A) A technique for valuing stock options  
B) A project management technique that measures project performance  
C) A method for calculating employee bonuses  
D) A marketing analysis tool

3

B) A project management technique that measures project performance

Project Management



VELH CREATORS

**Question**  
What is the purpose of a 'post-mortem' analysis in project management ?

A) To assign blame for project failures  
B) To celebrate project successes  
C) To analyze what went well and what could be improved  
D) To determine the project budget for future projects

3

C) To analyze what went well and what could be improved

☆☆☆

## Project Management



**Question**  
 What is 'agile' methodology in project management ?

A) A rigid and unchanging approach  
 B) An iterative and flexible approach focusing on customer feedback and rapid adjustments  
 C) A method focusing only on documentation  
 D) A technique used only in software development

B) An iterative and flexible approach focusing on customer feedback and rapid adjustments



☆☆☆

## Project Management



**Question**  
 What is 'critical chain project management' ?

A) A technique focusing on the use of resources  
 B) A method focusing on the longest chain of dependent tasks  
 C) A strategy for managing high-risk projects  
 D) A team management approach

B) A method focusing on the longest chain of dependent tasks



☆☆☆

## Project Management



**Question**  
 What is 'critical chain project management' ?

A) A technique focusing on the use of resources  
 B) A method focusing on the longest chain of dependent tasks  
 C) A strategy for managing high-risk projects  
 D) A team management approach

B) A method focusing on the longest chain of dependent tasks



☆☆☆

## Project Management



**Question**  
 Why is 'change management' important in projects?

A) It isn't important  
 B) To ensure changes are smoothly and successfully implemented  
 C) To prevent any changes  
 D) Only for documenting changes

B) To ensure changes are smoothly and successfully implemented





**Question**  
Name 3 of the 5 types of marketing

.....

Strategic Marketing, operational marketing, relationship marketing, Direct marketing, Experiential marketing...



**Question**  
What does PESTEL mean ?

- Political, economic, sociological, technological, ecological, legal
- Public, Economic, Social, Technological, Environmental, Legislative
- Political, Efficient, Systematic, Technological, Ecological, Logistical

• Political, economic, sociological, technological, ecological, legal



**Question**  
What is 'brand equity' ?

- A) The total value of a brand
- B) The cost of marketing a brand
- C) The equity shared among brand partners
- D) The budget for branding

A) The total value of a brand



**Question**  
Which marketing channel involves selling directly to consumers through the internet ?

.....

Tselling directly to consumers through the internet is known as e-commerce.



# MARKETING

## Question

What does the term "target audience" refer to in marketing ?

.....

1

The term "target audience" refers to the specific group of people a marketing campaign is designed for.

# MARKETING

## Question

What is the pricing strategy where a product is initially offered at a very low price ?

.....

1

The pricing strategy where a product is initially offered at a very low price is called penetration pricing.

# MARKETING

## Question

Which type of marketing promotes products through endorsements by influencers ?

.....

1

Influencers are often used in influencer marketing.

# MARKETING

## Question

Which marketing element involves determining the best ways to make a product available to customers ?

.....

1

Making a product available to customers is associated with the distribution element of marketing.

# MARKETING

## Question

What is the primary goal of advertising ?

.....



The primary goal of advertising is to promote and sell products or services.

# MARKETING

## Question

In marketing, what does the acronym "CRM" stand for ?

.....



Customer Relationship Management.

# MARKETING

## Question

What is the term for creating a positive image for a product or brand ?

.....



The term for creating a positive image for a product or brand is branding.

# MARKETING

## Question

What does "ROI" stand for in marketing ?

- a) Return on Influence
- b) Rate of Interest
- c) Return on Investment
- d) Reach of Impressions



c) Return on Investment

# MARKETING



## Question

What is the term for the overall experience a customer has with a product or brand ?

.....

2

The overall experience a customer has with a product or brand is called customer experience.



# MARKETING



## Question

Which marketing approach focuses on the characteristics and needs of a specific group of customers ?

.....

2

Focusing on the characteristics and needs of a specific group of customers is part of targeted marketing.



# MARKETING



## Question

What is the process of designing, pricing, promoting, and distributing goods and services called ?

.....

2

The process of designing, pricing, promoting, and distributing goods and services is called marketing mix.



# MARKETING



## Question

What does the acronym "KPI" stand for in marketing ?

.....

2

KPI stands for Key Performance Indicator.



# MARKETING



**Question**  
What is the term for a paid form of communication intended to persuade an audience ?  
.....

2

A paid form of communication intended to persuade an audience is known as advertising.



# MARKETING



**Question**  
What is the term for the physical or virtual location where a product is sold to customers ?  
.....

2

The term for the physical or virtual location where a product is sold to customers is point of sale (POS).



# MARKETING



**Question**  
What is the primary objective of a loyalty program in marketing ?  
.....

2

The primary objective of a loyalty program in marketing is to retain customers and encourage repeat business.



# MARKETING



**Question**  
What is the primary objective of a loyalty program in marketing ?  
.....

2

The primary objective of a loyalty program in marketing is to retain customers and encourage repeat business.



# MARKETING

## Question

What is the term for the physical or virtual location where a product is sold to customers ?

The term for the physical or virtual location where a product is sold to customers is point of sale (POS).

3

# MARKETING

## Question

What is the purpose of a slogan in marketing ?

The purpose of a slogan in marketing is to provide a memorable and concise representation of a brand or product.

3

# MARKETING

## Question

In email marketing, what does "CTA" stand for ?

In email marketing, CTA stands for Call to Action.

3

# MARKETING

## Question

Which marketing strategy involves reducing the price of a product temporarily ?

Reducing the price of a product temporarily is part of a sales promotion.

3



MARKETING

VELH CREATORS

**Question**  
What is the purpose of market research in marketing ?  
.....

3

The purpose of market research in marketing is to gather information about the market, consumers, and competitors.

MARKETING

VELH CREATORS

**Question**  
What is the primary focus of relationship marketing ?  
A) Gaining new customers  
B) Building and maintaining long-term customer relationships  
C) Immediate sales  
D) Branding

3

B) Building and maintaining long-term customer relationships

MARKETING

VELH CREATORS

**Question**  
What is a 'conversion rate' in digital marketing ?  
A) Number of website visits  
B) Number of sales compared to number of visitors  
C) Speed of website loading  
D) Rate of new product launches

3

B) Number of sales compared to number of visitors

MARKETING

VELH CREATORS

**Question**  
What is the term for the visual representation of data in marketing ?  
.....

3

The visual representation of data in marketing is known as a chart or graph.

# BEST EMPLOYEE

## *OF THE MONTH*

This certificate is presented to

.....

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*Congratulations! 🌟 Your outstanding skills and dedication have earned you the title of Employee of the Month. Keep up the excellent work and continue to inspire your team. Enjoy the rewards of your hard work!*

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**VELH CREATORS**  
*Teams*

