

## Freelancing (MG1007)

Course Instructor(s):

Dr. Nauman Ali Awan

Section(s): (BCS-8A)

25  
30

## Sessional-I Exam

Total Time (Hrs): 1

Total Marks: 30

Total Questions: 5

Date: Mar 14, 2025

Roll No

Course Section

Student Signature

Do not write below this line.

Attempt all the questions.

Instructions for attempting the Paper:

1. Attempt all questions. Attempt on Question paper, no additional sheet will be provided.
2. Mobile phones are not allowed.
3. Cutting and Overwriting is not allowed.

Question No. 01.

What is freelancing, and how does it differ from a traditional job? (6 Marks)

Note: Explain any three key differences.

Freelancing is a service oriented platform where freelancers provide skills and services to clients on a project or contract basis. Traditional job has fixed working hours at a designated location/workplace while freelancers can schedule work times according to their own comfort and time. (1)

- 2) Traditional job has benefits, assurances while freelancers do not obtain these perks and must manage themselves.
- 3) Freelancing allows you exposure to diverse clients and industries, building portfolio and expanding in various domains of your niche while job allow you only to work for a designated employer for a fixed job title.

Question No. 02.

Outline the key components of a proposal writing structure. (6 Marks)

Cover writing/Email :

Cover Page : Your profile and brief introduction (6)

Problem Statement : What problem will you be solving

Introduction : <sup>→ Solution</sup> Introduce the specific problem (5)

Problem Description : Provide Details

Table of Contents : Allow to easily navigate the doc.

Summary : Summarize your problem

Question No. 03.

How can freelancers build a strong portfolio to attract clients? (6 Marks)

- 1) Apply for low paying gigs by attracting clients and building reviews and then slowly building your profile & portfolio.
- 2) Take small and simple projects by solidifying client base.  
Working on these projects at ~~beginner~~ beginner level will allow you to understand client's need and demands and polish your skills.
- 3) Provide case studies of your project to build client's perception and approval of your work in which you can target and mention specific niche skills that relate to the client (3)



Set competitive economical market rate will allow clients to view and click your profile potentially impressing them.

Question No. 04.

Define the importance of effective communication skills in freelancing? (6 Marks)

Effective communication allows you to strengthen your relationship with clients while also adding a layer of professionalism, since you know your objectives well and you are precise in your wordings.

Clear and Concise communication is also an integral part as it helps to build client's trust and form approval. It also helps to ~~st~~ build your contacts with businesses and enhance your client base by connecting with industrial professionals.

Effective communication also clarifies user needs and allows the freelancers to address user pain points in the project.