

Two Take-home Exam Questions (70 points total)

Part 1 (40 points, around 500 words):

Turning features into benefits. Think of a product or service you have used and liked. If you were trying to promote it, how would you go about it? What unique features will you pitch to potential customers? Create a table: in the left column, list the features; in the right column, convert the features into benefits. Match them to the needs of your target audience by crafting a background story about customer requirement or about the problem the product solution is trying to solve.

Part 2: Choose ONE of the TWO questions below (30 points, around 500 words if you choose 1)

2. Professionalism in Action

Hiring managers in our knowledge-based economy look for job candidates with the necessary professional *qualifications* and *qualities*.

Your Task.

- Discuss the difference between “qualifications” and “qualities.”
- Consider the 6 dimensions of professional behavior listed in Figure 11.1 (Page 333 in the pdf file for Week 12 Reading).
- Describe the challenges you have encountered (during an internship, in college, or among friends) for 4 of the 6 dimensions. How were the challenges overcome?

The 6 dimensions of professional behaviors are:

- | | |
|--------------------------|-----------------------------------|
| 1. Courtesy and respect | 4. Honesty and ethics |
| 2. Appearance and appeal | 5. Reliability and responsibility |
| 3. Tolerance and tact | 6. Diligence and collegiality |

3. “Life Design Interviews” or “Informational Interviews”

In Chapter 6 “Prototyping” of the book *Designing Your Life* by Bill Burnett and Dave Evans, the authors discuss the importance of doing “life design interviews” (p. 119), namely, “identifying people who are currently doing things that you’re interested in and whose stories you want to get” (p. 120).

“Life design interviews” are also called “informational interview.” Consider your own career aspiration and conduct a “life design interview” or “informational interview” with a working professional. Your task is to a) submit a transcript of the main part of your interview, b) include basic information about the interviewee’s gender, age, company name, job title, and location of work.

To help you prepare your interview questions, check out the UC Berkeley Career Center website:

<https://career.berkeley.edu/Info/InfoInterview#:~:text=%20Six%20Steps%20of%20Informational%20Interviewing%20%201,and%20your%20hopes%20for%20the%20meeting.%20More%20>