

ASSESSMENT # 6**Total Marks: 30**

- 1. Provide short answers for the following questions:**
 - i. What is the 'six degrees of separation' premise?**
 - ii. Why is online networking rarely as effective as face-to-face networking?**
 - iii. When you might choose to headhunt?**
- 2. Provide a sample transcript of an effective 30-second 'elevator' speech.**
- 3. Create a sample job advertisement that follows the principles of the '10 top tips for designing an advertisement'.**