

## Question Bank Std.12<sup>th</sup> Video No. 08

### Q.4 A STATEMENT OF PURPOSE

*Assessment Criteria:*

*Content – 02*

*Sequence/flow of ideas - 01*

*Appropriateness (language usage) - 01 = 04 Marks*

#### 2.1 Statement of Purpose

You are highly passionate towards becoming a successful entrepreneur and therefore want to peruse your higher education in “Business Management”. Your background and skills have motivated you towards business and now you seek admission to accomplish a degree in “Business Management” at a reputed university. Prepare a ‘**statement of purpose**’ in about 100 to 150 words, which will help you to get admission to this University.

Ans: **Statement of Purpose**

My name is [Applicant’s Name] and my father is working with a multinational company as CEO and my mother is a teacher of Chemistry. I did my high school from Delhi Public School and secured 92% marks in Commerce stream. Post that, I completed my UG degree, in Bachelor’s in Business Administration, from Delhi University with 90% marks.

After completing my degree in 2019, I applied for an internship program with Nestle India Limited. Impressed with my skills and growth, they offered me a chance to work with them full-time. I had to work as a

management trainee for three months, after which I worked there as a Senior Manager.

During my work, I got an opportunity to work and interact with many foreign delegates and associates of the company. Going through real-life working I realized that to have a cutting edge in the career it is essential to have a world-class master's degree and considering the difference in the methodology of teaching in India and abroad, I decided to look for an institution outside India.

- I was able to quickly end my search at Monash Business School as the subject matter, location, financial requirements and academic requirements all are suitable for me. My parents agreed to fund my education and I have the academic record according to the requirements. The course requires one year of work experience and by the time I will be getting ready to receive my offer, I would have completed that. I checked with the admission counsellor and the mail written by her accepting this as the fulfilment of eligibility criteria is enclosed with my application.

- The academic and co-scholastic achievement record, the standardized test report forms, the reference letters, the Letter from the Employer, and my sponsors along with other relevant documents are all enclosed with this application.

A master's degree in business administration will open the doors of many opportunities for me as we have many multinationals putting up their bases in India and want to hire the most competent manpower that understands the world economy and world markets.

With practical knowledge and experience, it is possible for an individual to be an entrepreneur as 'Make in India', and SMEs get great support from the government too. This master's degree is a life-changing and

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career-making opportunity for me and I am hoping to get a positive reply from your esteemed institution.

## 2.2 Statement of Purpose

You have great thirst for knowledge in a foreign language of your own choice. You are also prepared to peruse your education abroad for the same. You are therefore seeking a university for a degree in a foreign language of your choice. Prepare a '**statement of purpose**' in about 100 to 150 words, which will help you to get admission to this University.

Ans:

### **Statement of Purpose**

I enjoy all my A-level subjects but have found German particularly interesting and would like to study it further at university. After researching an art project and being selected to sing with the school choir in the Czech Republic I became interested in European cultures and felt drawn to Russian, especially after talking to a native Russian speaker. I have since borrowed relevant library books and learnt the Cyrillic alphabet as well as numerous phrases. I enjoy travel and the chance to experience different societies as well as meeting new people.

Partaking in extracurricular Italian conversation classes and Latin lessons has helped my understanding of language construction and has been helpful in my examined courses. I took up the opportunity to go to Germany, on an exchange visit to Wurzburg, Bavaria, which gave me a realistic insight into the culture. It also helped me to improve my speaking skills and to put what I had learned into practice.

I have taken the opportunity to develop a wide range of skills and interests outside my A-level studies. Having completed a CLAIT course I am proficient in computing. This has been helpful for information

retrieval and project presentation. I have played the piano since the age of seven and am capable of playing to grade five standard. I later developed an interest for the violin in which I attained grade five at the age of fifteen. This has enabled me to play with the school orchestra, string group and Lytham Promenade Orchestra. I have taken part in a school play and a public speaking competition both of which I feel have helped me to gain confidence in public speaking. I was elected a member of the sixth form council, and in this role have been responsible for decisions about the life of the school and have helped at open days, parents' evenings and aided prospective pupils on the day of their entrance exam.

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My leisure activities involve music, reading and creating artwork. An example of this was when I worked with a local artist on a beach hut commission in Cleveleys. This involved collaging furniture and helping the development of some of the artists ideas relating to the theme Lady Luck.

I have chosen courses which will help me in my ambition to become a diplomat, which I feel would make the best use of my skills in modern language and interpersonal relationships and now very much look forward to becoming fluent in Russian and German and studying the culture of the two countries in depth.

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### 2.3 Statement of Purpose

You have developed good skills in English Language. You think of directing your skills for more specific goals. Now you aspire for a degree in "Mass Communication" at a specific university which provides this programme. Prepare a 'statement of purpose' in about 100 to 150 words, which will help you to get admission to this University.

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Ans:

## **Statement of Purpose**

Ever since I was little I have had a passion for the event industry and since graduating from XXX University, I have been lucky enough to be able to have a job that I love and challenges me to find new and exciting ways to develop and bring creative events to completion.

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While my career in events has been more hands-on base, my education at XXX University was theory based and prepared me in a variety of ways so I had options after receiving my bachelor's degree in Public Relations with a concentration in Marketing. The university and my professors taught me to think outside the box and plan for all variables life could throw my way. In addition, it prepared me and gave me the option to either start my career or continue my education. I loved all the different things I learned during my time at XXX, but what I enjoyed most was the snippets of social media lessons we received in all courses. If I was able to major in social media as an undergraduate I would of. While I initially decided to start my career, I have decided that would I like the opportunity to continue my education and I feel that I have the necessary skills to excel at your university in the social media program.

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In recent years I have noticed the event industry is shifting from extremely large and extravagant celebrations to more intimate experiential events. It has become increasingly apparent that in recent years clients would rather spend their money on a tangible / measurable event that is small but has far reach than a large party. The reason? They are concerned that the message and branding will get lost among the attendees. Clients want their events to incorporate compelling content, measurable effectiveness and have a maximum impact in delivering their message. One of the main ways they are accomplishing this is by using social

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media like as Facebook Live to cast a panel at an intimate venue so thousands of people can see it, blogging to get attendees excited about their installation or booth at the large conference and having social media teams monitoring Twitter, Facebook and Instagram to answer any questions or concerns attendees have during the conference.

In the social media and event industry you need to be able to think big and deliver out of the box concepts to your client. Concepts can be a variety of options, but in the event industry these usually include décor, entertainment and branding. These concepts will do the work of spreading the message and allow the event to communicate the story,

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brand or message to the attendees. In addition, our clients want the attendees to be able to engage in the event and learn more about the company, product or newest technology being released to the public. This could be having the company's latest technology onsite for attendees to try out, having a photo booth with their hashtag or tracking attendee movements throughout the conference to see what booths they visited. Furthermore, clients want to have measurably proof that the event made an impact. Our clients want to make sure that the curated message reached the attendees and that they will have a return on the investment (cost of event). They can do this by tracking purchases made post event with the emails from the attendees list, pulling data from the hashtags used during the event and I am sure in many other ways that I can't even imagine. The possibilities are becoming more innovative and endless.

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I feel the program at University of XXX is the best for me and my career, and having a Master of Art in Mass Communication specializing in Social Media will prepare me to be able to be serve my clients and take my career to a higher level of service while helping to bring to life innovative experiential marketing events that incorporate social media. The core concepts of the program is what most attracted me most to

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XXX, and I realized that the core concepts are part of the building blocks you need to make a successful event. I feel they align directly to my profession and learning more about the social media industry at your university will aid me to be better able to serve my client, elevate my career and profession and make me successful. I know your institution is the best avenue for my formation and I hope that you will give me the honour of continuing my studies at your university and helping me develop new skills.

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## 2.4 Statement of Purpose

You have been shortlisted for a scholarship to attend an online course in developing English speaking skills from the American Embassy in India. You always wanted to learn English from expert teachers in India and from the native American trainers. The final selection will be made as per the statements of purpose given by the shortlisted candidates. Prepare a 'statement of purpose' in about 100 to 150 words, which will help you to get entry to the course.

**Ans:** **Statement of Purpose**

Working abroad as an English Teaching Assistant has ignited a passion for English I never knew existed. Seeing how powerful the English language is, being able to convey thoughts, makes me want to enhance my knowledge of English. The additional training from the American Embassy in India will moulds a course that is perfect for my ambition; to be able to teach English to those who requires the full understanding of the language.

I feel ready to immerse myself into a higher level of English and the high work load that the course requires, which I have steadily been preparing for. In my own time I have started to read more books, such as, 'Beginning Theory: An Introduction to Literary and Cultural Theory' by Peter Barry and authors such as Alex Garland and D.H Lawrence, whose novels are fascinating. Exploring these different writing styles motivates

me to learn about others. During my time at university, I will acquire new and refine existing skills. This includes: how to critically examine diverse forms of communication, improve my writing skills to create meaning between the lines and better my critical thinking skills. Learning these skills will be indispensable for all potential occupations.



I was eager to gain some experience working in a different country so I went to Spain. I worked as an English Teaching Assistant, which forms part of my motivation to take training from the American Embassy in India. One activity we planned was to set-up a market in the local town, where children ran their own stalls and sold items they made. This activity improved the children's team-working skills and gave them an opportunity to use English in a practical way. Subsequently the children improved their ability to form questions, as they could do this quicker than before. As the year came to an end, I was teaching classes by myself and helping teachers with their English. I observed teachers and became aware of the fact that teachers need to have premeditated lesson plans, have excellent time management skills, adaptability and always thrive to improve themselves and their student's. I will be looking to enhance these skills during my time at University.

I have pursued my interest in Lacrosse, through discovering the game at eighteen to playing against the Spanish national team; this shows my commitment and self-confidence. To play in front of a crowd you need the commitment to train and push yourself to play at higher levels and then the confidence to showcase your skills in a pressured environment. It takes hours of practicing shooting in your back garden to score goals in a match. These skills are necessary to succeed at University.

I await this demanding degree course that will challenge me to the edge of my capabilities and I hope that the desire for who I can become,

outweighs any negatives that may stand in my way. I believe that the previous two years out of education, coupled with my Foundation year, makes me confident that I possess the skills and commitment to succeed at University.

## 2.5 Statement of Purpose

There are limited vacancies for getting admission to a well-known music and dance academy in Mumbai. Dancing is your passion and you always wanted to pursue career in music and dance. Prepare a 'statement of purpose' in about 100 to 150 words, which will help you to join the academy.

### Ans:

My life's passion has been music and dance ever since I was old enough to sing. As I have grown and matured, I have been on a constant quest to explore new musical vistas and hone my own technical and composition skills. Now, having earned a degree in music and acquired teaching experience, I desire to challenge myself further by pursuing additional studies overseas. The music education in my native country is somewhat limited and not nearly as open or developed as it is in the USA, which is why I am attracted to the enriching, inspiring environment of your master's program. In addition, I look forward to experiencing a new culture and interacting with diverse groups of people, which will broaden both my personal and musical horizons considerably.

As a young child, I often played the piano and sang songs with my mother. After learning the basics of piano, I soon began playing pop music by ear, and I gradually began adding my own flair to these songs and exploring my creative side. I was fortunate to have a mother who supported my passion for music, and she got me a composition teacher, which led to me focusing on composition in junior and senior high

school. During this period, I mainly played classical music, which gave me a good foundation for my university-level studies. The numerous undergraduate classes I took on harmony, theory, music analysis, counterpoint, and composition opened my eyes to the vast possibilities I could continue to explore in the musical world. I especially enjoyed the regular one-on-one classes in the university, in which I got advice from instructors while discussing pieces from contemporary composers.

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My musical experiences have moulded me into a multi-talented musician with teaching talents and a keen understanding of my own strengths and interests. This is why I feel well prepared to enter your graduate program of music. If accepted, I will devote my efforts to enriching my knowledge of music and composition, and I hope to focus on the area of contemporary music. I understand that studying at the graduate level overseas will present me with certain challenges, but based on my past accomplishments and struggles, I know that I have what it takes to overcome these and excel. After completing my studies, I plan to return to my country and seek a teaching position, with the goal of nurturing the next generation of musicians and inspiring others as my teachers inspired me.

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