

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION- SUMMER-2024

Subject Code: 1519608

Date: 15/06/2024

Subject Name: Developing Contributory Skills – I

Time: 02:30 PM TO 04:00 PM

Total Marks: 50

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1 Multiple Choice Questions

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1.What is Microsoft Word primarily used for?

- A) Sending emails
- B) Creating spreadsheets
- C) Word processing
- D) Graphic design

2.Which keyboard shortcut is commonly used to save a document in Microsoft Word?

- A) Ctrl + S
- B) Ctrl + C
- C) Ctrl + V
- D) Ctrl + P

3.Which feature in Microsoft Word allows you to automatically correct common spelling mistakes as you type?

- A) Grammar check
- B) AutoFormat
- C) AutoCorrect
- D) Spellcheck

4.Which ribbon tab in Microsoft Word is used for formatting text and paragraphs?

- A) Home
- B) Insert
- C) Page Layout
- D) References

5.What is the default file extension for a Word document in Microsoft Word 2016 and later?

- A) .doc
- B) .txt
- C) .docx
- D) .pdf

6.Which view in Microsoft Word allows you to see how the document will look when printed and make adjustments to the page layout?

- A) Draft View
- B) Outline View
- C) Print Layout View
- D) Web Layout View

7. What is the keyboard shortcut for undoing the last action in Microsoft Word?

- A) Ctrl + Z
- B) Ctrl + Y
- C) Ctrl + X
- D) Ctrl + C

8.In Microsoft Excel, which symbol is used to represent a relative cell reference?

- A) \$
- B) %
- C) @
- D) #

9.Which function in Excel is used to add up a range of numbers?

- A) SUM
- B) AVG
- C) MAX
- D) MIN

10.What is the keyboard shortcut for opening the "Save As" dialog box in Excel?

- A) Ctrl + S
- B) Ctrl + O
- C) Ctrl + A
- D) F12

11.Which Excel feature allows you to view and edit formulas in a cell?

- A) AutoFill
- B) Formula View
- C) Function Wizard
- D) Formula Bar

12.Which Excel function is used to find the highest value in a range of cells?

- A) VLOOKUP
- B) HLOOKUP
- C) MAX
- D) MIN

13.What does the "IF" function in Excel do?

- A) Adds numbers
- B) Checks if a condition is met and returns one value if true and another if false
- C) Calculates the average of a range
- D) Performs a text search

14.Which Excel feature allows you to freeze rows and columns to keep them visible while scrolling through a large spreadsheet?

- A) Split
- B) Freeze Panes
- C) Hide
- D) Lock Cells

Q.2 Write in short

16

1. While attending a meeting what etiquettes you will follow.
2. As a student discuss your views on the advantages of using the case study method in teaching?
3. What is business etiquette, and why is it important in the workplace?
4. Define Creative Thinking.
5. What techniques or exercises do you use to boost your creative thinking skills?
6. What is critical thinking, and why is it important in decision-making and problem-solving?
7. Give your views on teaching critical thinking skills to students and helping them to apply these skills in various aspects of life?.
8. Discuss some common types of case studies,?

Q.3. In what ways can creative thinking be applied to everyday challenges, not just artistic or creative pursuits? **10**

OR

Q.3 . Describe a scenario where you had to make a tough decision, and critical thinking played a crucial role in your choice. **10**

Q.4. Case Study

Case Study: The Networking Event Blunder

Background: John, a junior executive at a marketing firm, received an invitation to a prestigious industry networking event. This event offered an excellent opportunity to make valuable connections and potentially secure new clients.

Scenario:

At the networking event, John encountered several industry leaders, including the CEO of a potential client company, Sarah. John had been researching Sarah's company extensively and was eager to impress her.

Issues with John's Business Etiquette:

Overzealous Pitching: John was excited about the opportunity to talk to Sarah. However, he immediately launched into a lengthy sales pitch about his company's services without first engaging in small talk or showing interest in her company's needs.

Interrupting Conversations: When John noticed Sarah engaged in a conversation with another guest, he approached them and interrupted their discussion to introduce himself. This was seen as intrusive and disrespectful.

Failure to Listen: During his interactions, John often dominated the conversation, talking about his achievements and interests while failing to actively listen to others or ask open-ended questions.

Consequences:

John's approach to networking left a negative impression on Sarah and other industry professionals. They perceived him as pushy, self-centered, and lacking in basic business etiquette. As a result, John missed an opportunity to establish meaningful connections and secure potential clients.

QUESTIONS

(a). What were some of the issues with John's business etiquette during the networking event? **05**

(b). How did John's behaviour affect his interactions with Sarah and other industry leaders? **05**

OR

(a) What are some fundamental principles of business etiquette that John should have applied in this situation? **05**

(b). Why is active listening an essential component of effective networking? **05**
