

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

Subject Code: 4519208**Date: 14/06/2024****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 Choose the correct answer from the multiple choices. Kindly write the chosen options in the answer book. 14

1. The main goal is to form a group of people and throw around ideas without interference is -----.
 [a] Creative thinking [b] Mind mapping
 [c] Lateral thinking [d] Brain storming
2. To develop critical thinking among children, the teacher should give the students a lot of: -----
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 [a] Lectures [b] Assignments
 [c] Notes [d] Impositions
3. _____ refers to using abilities and soft skills to come up with new solutions to problems.
 [a] Critical thinking [b] Creative thinking
 [c] Observer thinking [d] Lateral thinking
4. _____ is the analysis of an issue or situation and the facts, data or evidence related to it.
 [a] Critical thinking [b] Creative thinking
 [c] Observer thinking [d] Lateral thinking
5. CATS refers to?
 [a] Communication Assessment [b] Classroom Assessment Technique
 [c] Classroom Assess technology [d] Communication Assess technology
6. The ability to combine name and addresses with a standard document is called_____
 [a] Document formatting [b] Database management
 [c] Mail merge [d] Form letters
7. Which can be used for quick access to commonly used commands and tools in MS Word?
 [a] Status bar [b] Tool bar
 [c] Menu bar [d] Title bar
8. Excel files have a default extension of_____.
 [a] .xls [b] .doc
 [c] .xlw [d] .jpg
9. What is the shortcut key used for 'REDO'?
 [a] Ctrl+Y [b] Ctrl+Z
 [c] Ctrl+X [d] Ctrl+U
10. What is the shortcut key for Print?
 [a] Ctrl+F [b] Ctrl+W
 [c] Ctrl+P [d] Alt+P

11. Emails Are:

[a] Secret	[b] Between me and the recipient(s)
[c] Public	[d] Top Secret
12. The most important part of an email is _____.

[a] Sender	[b] Recipient
[c] Body	[d] Signature
13. What should teachers do to develop reasoning ability and creative thinking in students?

[a] Group discussion	[b] Seminar
[c] Debate	[d] Giving lectures to the student
14. Which are the shortcut keys for the Save As?

[a] Alt+F2	[b] Ctrl+S
[c] Alt+S	[d] Ctrl+F2

Q.2 Answer the following questions in short:

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1. What is Hyperlink in MS-WORD?
2. Explain Pivot table in Excel.
3. How do critical thinking and creativity complement each other?
4. Explain the term workbook and worksheet.
5. What is the best way to defend yourself against group thinking?
6. Which programme is used in MS Word to check the spellings?
7. Why are good manners necessary for good business?
8. What is a Case?

Q.3 What is chart? Explain different types of chart available in MS Excel.

10

OR

Q.3 What is the Meeting Etiquette? Explain in Detail.

10

Q.4 Case Study: Indian Premier League (IPL)

Conceptualized in 2007, club type format of cricket, IPL, with all ingredients of success, is the perfect example of controversy marketing. BCCI's IPL generated a level of excitement and stupor usually seen in football, basketball and baseball franchises. Other than the large number of cricket crazy Indian fans, what else IPL did to become a global brand name?

Its value proposition is fast paced action and a 3.5-hour movie like entertainment. With high stakes involved IPL has showed the commercial potential of Twenty20.

IPL has global appeal. The international star players influence the level of support and interest. For instance, Shane Warne's contribution to the Rajasthan Royals is much talked about with appreciation in Australia.

Media exposure was a crucial factor in the success of IPL. The season receives continuous coverage in local, national and international press even during the closed season.

Involvement of Bollywood celebrities like Shah Rukh Khan, Preity Zinta, Shilpa Shetty as both franchisers and promoters brought in lot of glamour to the series. These people are a brand in themselves in India.

IPL marketing strategy brings a lot of spice through auctioning of franchisees and participating players, cheerleaders, opening ceremony and live concerts. Even the commentators use phrases to attract and please sponsors, making them pay more.

[a] Has IPL helped the game of cricket in India and the world? How?

05

[b] What is the future of IPL according to you?

05

OR

[a] Is IPL a successful concept? Why do you think so?

05

[b] Which other sports can replicate the model of IPL?

05
