

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 1539608

Date: 20/12/2024

Subject Name: Developing Contributory Skills – III

Time: 10:30 AM TO 12:00 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

(14)

1. What is another name for contingency planning?

- a) Synergy Planning
- b) Ad hoc planning
- c) Business level planning
- d) Scenario Planning

2. Which is not a recognized form of business continuity planning?

- a) Contingency planning
- b) Scenario planning
- c) Financial planning
- d) Building planning

3. What is the main goal of Design Thinking?

- a) To maximize profits
- b) To create innovative solutions for complex problems
- c) To reduce product development time
- d) To increase customer satisfaction

4. What is the primary goal of business networking?

- a) To promote your personal achievements
- b) To collect as many business cards as possible
- c) To build and maintain professional relationships
- d) To compete with others in your industry

5. When attending a networking event, what is the importance of active listening?

- a. It allows you to dominate the conversation and impress others.
- b. It helps you remember everyone's name.
- c. It demonstrates genuine interest in others and their needs.
- d. It helps you come up with more interesting stories to share.

6. What is the purpose of a follow-up after a networking event?

- a. To ask for a job
- b. To sell products or services
- c. To continue building the relationship and explore potential collaboration
- d. To critique the event organizers

7. Which of the following is/are not an objective (s) of sustainable development?

- a. Continue to implement the family planning program.
- b. Maintain a dynamic balance of arable land (not less than 123 million hectares) and implement an agricultural development strategy
- c. Maintain a dynamic balance of water resources by reducing water consumption for every unit of gross development product growth and agricultural value-added
- d. To bring about a gradual and sometimes catastrophic transformation of the environment

8. Which design thinking technique involves generating a large number of ideas in a short amount of time?

- a. Brainstorming
- b. Mind mapping
- c. SWOT analysis
- d. Six Thinking Hats

9. In Design Thinking, the process of creating a tangible representation of ideas is known as:

- a. Ideation
- b. Prototyping
- c. Testing
- d. Refinement

10. What is sustainability primarily concerned with?

- a. Maximizing short-term profits
- b. Meeting the needs of the present without compromising the ability of future generations to meet their needs
- c. Reducing environmental regulations
- d. Expanding resource extraction

11. Which of the following is not a characteristic of Design Thinking?

- a. Linear process

b.Human-centered

c.Collaborative

d.Iterative

12.What does the acronym "CSR" stand for in the context of sustainability?

a.Corporate Social Responsibility

b.Customer Satisfaction Rating

c.Central Sustainability Resource

d.Consumer Sustainability Report

13.Which stage in the Design Thinking process involves defining the problem statement based on the user's needs?

a.Empathize

b) Ideate

c) Prototype

d) Define

14. In which year the term 'Sustainable Development' came into existence?

a. 1987

b. 1980

c. 1978

d. 1992

Q.2 Write in short

16

1. What are the steps of contingency planning?

2. Explain in brief design thinking?

3. Explain the term contingency in brief?

4. How can we become a good design thinker?

5. How can we apply design thinking in management?

6. Which are the 3 pillars of sustainability?

7. Explain the approach of triple bottom line?

8. What do you understand by sustainability?

Q.3. Explain the significance of design thinking in management

10

OR

Q.3 . Explain in detail the steps involved in design thinking

10

Q.4. Case Study

Shivani is a senior employee in ABC Corporation with excellent communication skills, pleasing personality and good qualifications. All day at work she sincerely performs her duties and meets all deadlines. But due to her introvert and serious nature, She does not mingle much with all employees.

Due to her personal commitments at home, she is unable to take out time to meet colleagues or network and socialize with them after office hours. Her performance on job is excellent. But other employees are jealous of her. Other employees unite and keep on wrongly complaining about her to boss frequently. As majority do that, Boss supports them. Boss starts harassing her mentally and tell that her performance is not good. Her increments too are reduced and other employees who become hot favourite of boss due to their strong networking skills become far successful in the same company despite their less designation in terms of monetary and non-monetary rewards. Shivani is highly dissatisfied and can't understand where she is wrong. She reports to higher authorities but nothing happens. Shivani's physical and mental health starts deteriorating. She looks for other opportunities but she is unable to get good opportunities.

QUESTIONS

- | | |
|---|----|
| (a) Given the situation, Guide Shivani in resolving her problem | 05 |
| (b) Do you see any problem with Shivani? If yes, discuss. | 05 |

OR

- | | |
|--|----|
| (a) If you were in place of Shivani, What you would have done? | 05 |
| (b) How networking skills would have been important in this situation? | 05 |
