

Enrollment No.: _____

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: 4539203

Date: 23-12-2025

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 Answer the following multiple-choice questions. **14**

- 1 Which of the following is not a key element of contingency planning?
 - A) Business as usual
 - B) Risk Assessment
 - C) Mitigation strategies
 - D) Response and Recovery plans
- 2 What does a risk assessment in contingency planning involve?
 - A) Identifying potential risks and their impacts
 - B) Eliminating all risks
 - C) Implementing response plans immediately
 - D) Ignoring potential risks
- 3 What is the primary goal of a contingency plan?
 - A) To minimize the impact of disruptions
 - B) To eliminate all risk
 - C) To guarantee 100% uptime
 - D) To increase profit margins
- 4 Which of the following is an example of a technical contingency in IT planning?
 - A) Data backup and recovery procedures
 - B) Employee training programs
 - C) Office Space relocation
 - D) Customer service hotline

- 5 In business continuity planning, what does "RTO" stand for?
- A) Recovery time objective
 - B) Routine task objective
 - C) Risk tolerance optimization
 - D) Revenue tracking operation
- 6 What is the primary goal of business networking?
- A) To build mutually beneficial relationships
 - B) To sell products or services
 - C) To make new friends
 - D) To collect contact information
- 7 Which of the following is not a common objective of business networking?
- A) Minimizing competition
 - B) Finding job opportunities
 - C) Generating sales leads
 - D) Enhancing industry knowledge
- 8 What does the term "networking event" typically refer to?
- A) A gathering specifically organized for business professionals to connect
 - B) An event where people gather to watch sports
 - C) A party for close friends and family
 - D) A charity fundraiser
- 9 Which of the following is a key dimension of sustainability?
- A) emotion regulation
 - B) trait
 - C) low neuroticism
 - D) goal-directed emotion
- 10 What is the triple bottom line concept in sustainability?
- A) Assessing an organization's performance in three key areas: social, environmental, and financial
 - B) A focus on three primary industries
 - C) Reducing costs by a factor of three
 - D) Measuring only financial performance

- 11 Which phase of the design thinking process involves understanding the needs and perspectives of users?
 - A) Empathize
 - B) Ideation
 - C) Prototyping
 - D) Define
- 12 During the "Define" phase of design thinking, what is the primary goal?
 - A) Refine the problem statement
 - B) Generate as many ideas as possible
 - C) Create a prototype of the solution
 - D) Test the solution with users
- 13 What is the purpose of the "Ideate" phase in design thinking?
 - A) To brainstorm and generate a wide range of idea
 - B) To define the problem clearly
 - C) To select the best solution
 - D) To conduct user interviews
- 14 In design thinking, what does "Prototyping" involve?
 - A) Creating a working model or representation of the solution
 - B) Finalizing the solution
 - C) Defining the problem statement
 - D) Analyzing user feedback

- Q. 2** Give short answers to following questions: **16**
1. Contingency
 2. Networking
 3. Community Service Club
 4. Design Thinking
 5. Sustainability
 6. Triple Bottom Line
 7. Sustainable Value
 8. Professional Associations

- Q. 3** Discuss purpose of contingency management in business and steps of contingency planning with necessary examples. **10**

OR

- Q. 3** Explain various types of business networking with necessary examples. **10**

Q. 4 Discuss the ethical considerations that should be taken into account **10**
during the design thinking process. Provide an example of a situation
where ethical concerns influenced the design of a solution.

OR

Q. 4 Explain three pillars of sustainability with examples. **10**
