

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –III-EXAMINATION – SUMMER-2022**

**Subject Code: 4539203****Date: 19-07-2022****Subject Name: Developing Contributory Skills – III****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.

Q. 1 (a) Answer the following multiple-choice questions.

14

- 1 Contingent plan to meet environmental pressure is
  - A) Strategies
  - B) Objective
  - C) Policies
  - D) Rules
- 2 What is a contingency plan?
  - A) A back up plan in case anything goes wrong
  - A) A toasting plan that incorporates all participants
  - B) A layout plan of the event space for seating arrangements
  - C) List of all the documents
- 3 What is another name for contingency planning?
  - A) Scenario planning
  - B) Ad hoc planning
  - C) Business level planning
  - D) Synergy planning
- 4 Social networks are organized primarily around \_\_\_\_\_
  - A) people
  - B) brands
  - C) discussions
  - D) interests
- 5 When is the best time to get referrals?
  - A) after a successful experience
  - B) just after signing up
  - C) when turned down
  - D) anytime

- 6 Which type of meeting will keep your associated motivated longer?
- A) a social mix gathering
  - B) a motivational session
  - C) business meeting
  - D) an instructional event
- 7 Which skill is the most necessary for success in network marketing?
- A) ability to meet new people
  - B) ability to sell
  - C) ability to analyze a product
  - D) ability to analyze a person
- 8 What is meant by micro-blogging?
- A) blogs with limited individual posts, limited by character count typically
  - B) blogs which are posted by companies, not individuals
  - C) blogging from mobile devices
  - D) blogging from computers
- 9 What is the first step in the design thinking process?
- A) empathize
  - B) define
  - C) ideate
  - D) prototype
- 10 You would interview people to gain an understanding of how they feel during the \_\_\_\_\_ stage of design thinking.
- A) empathize
  - B) prototype
  - C) ideate
  - D) define
- 11 During which stage would you:
- Consult experts to learn more about the areas of concern and to gain an understanding of other people's experiences.
- A) empathize
  - B) prototype
  - C) ideate
  - D) define

- 12 During which stage would you:  
Analyze observations and data collected in order to identify the core problem.
- A) define
  - B) prototype
  - C) ideate
  - D) empathize
- 13 During which stage would you:  
Write a problem statement focused on a specific need or goal.
- A) define
  - B) prototype
  - C) ideate
  - D) empathize
- 14 During which stage would you:  
Brainstorm ideas based on your observations.
- A) define
  - B) prototype
  - C) ideate
  - D) empathize

- Q. 2 Give short answers to following questions: 16
1. Purpose of contingency planning in business
  2. Design thinking
  3. Role of design thinking in marketing
  4. Role of design thinking in finance
  5. Role of design thinking in HR
  6. Personality profile of design thinking
  7. Three pillars of sustainability
  8. Triple bottom line

- Q. 3 What is contingency planning? Explain various steps of contingency planning. 10

**OR**

- Q. 3 Explain various types of networking with examples. 10
- Q. 4 Explain steps of design thinking with proper examples. 10

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