

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

Subject Code: 4539203**Date: 16/06/2025****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Multiple Choice Questions	14
(1)	Design Thinking typically helps in _____ (a) Innovation (b) Data Analytics (c) Financial Planning (d) Operational Efficiency	
(2)	What is the way to narrow down the thoughts to reach at the final solution (a) Convergent thinking (b) Divergent thinking (c) none of them (d) Both of them	
(3)	What is networking? (a) Avoiding social interactions (b) Building professional relationships and connections (c) Isolating oneself from others (d) Engaging in meaningless conversations	
(4)	Why is networking important in career development? (a) It leads to social isolation (b) It provides opportunities for collaboration, learning, and career advancement (c) It fosters conflicts and misunderstandings (d) It promotes individualism and competition	
(5)	What is another name for contingency planning? (a) Synergy planning (b) Ad hoc planning (c) Business level planning (d) Scenario planning	
(6)	What does the acronym SMART stand for? (a) Suitable, measurable, actionable, rewarded and timely (b) Specific, measurable, actionable, resourced and timely (c) Standardised, measurable, achievable, rewarded, and timely (d) Specific, measurable, achievable, rewarded and timely	
(7)	Which is not a recognised form of business continuity planning? (a) Contingency planning (b) Scenario planning (c) Financial planning (d) Building planning	
(8)	What strategies do you use to maintain relationships with professional contacts?	

- (a) Ignoring communication and follow-ups
(b) Staying in touch through regular emails, calls, or meetings
(c) Forgetting names and details of contacts
(d) Avoiding networking events
- (9) The United Nations has set _____ Sustainable Development Goals (SDGs) to address global challenges by 2030
(a)17 (b)18
(c)19 (d)20
- (10) TBL stands for
(a) Triple bottom level (b) third bottom level
(c) Triple bottom line (d) triple basic line
- (11) In which year did the word 'sustainable development' come into existence?
(a) 1992 (b) 1978
(c) 1980 (d) 1987
- (12) Which of the following options is not incorporated as sustainable development parameters?
(a) Gender disparity and diversity (b) Inter and intra-generational equity
(c) Carrying capacity (d) None of the above
- (13) Meeting the needs of the present without compromising the ability of future generation to meet their own needs is given by:
(a) Brundtland (b) Mahatma Gandhi
(c) Maathai (d) Sunderlal Bahugana
- (14) Which design thinking principle emphasizes the importance of feedback loops and iteration?
(a) Iterate and Refine (b) Divergent Thinking
(c) Convergent Thinking (d) Human-Centered Design

Q.2 Short Questions

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1. Write the Steps of contingency planning
2. What is Networking?
3. What is Design Thinking?
4. Write down the 3 pillars of sustainability.
5. Explain the terms SDG.
6. How Empathize is different from the Define. Explain.
7. Types of networking
8. Define the term Integrated Reporting in sustainability.

Q.3 Discuss various steps of Design thinkings. Integrate the guidelines to be followed during all the design thinking steps

10

OR

Q.3 Infer the advantages of design thinking in Retail sector with suitable example.

10

Q.4 A software development company, XYZ Soft, and how it can create a contingency plan for the risk of a server outage. XYZ Soft identifies that one of its critical risks is a server outage, which could be caused by hardware failure, power outages, or cyberattacks. The company evaluates the potential impact of a server outage on its operations and determines that it could lead to significant downtime, loss of client data, and damage to its reputation. XYZ Soft develops a contingency plan for a server outage, which includes many steps. Regularly backing up data to offsite servers or cloud storage to prevent data loss. Implementing a redundant server infrastructure, such as using multiple servers in different geographic locations or using load balancing, to minimize the impact of a single server failure. Establishing a clear communication plan, including a notification system to inform clients and employees about the outage and provide updates on the recovery process. Assigning specific roles and responsibilities to team members, such as having designated IT personnel to investigate the cause of the outage and perform troubleshooting. XYZ Soft conducts regular server outage simulations to test the effectiveness of its contingency plan, identify any weaknesses, and make necessary updates. Training and communication are equally important for the company. The company trains its employees on their roles and responsibilities during a server outage and communicates the contingency plan to ensure everyone is aware of the procedures to be followed in case of an emergency. By creating a contingency plan for server outages, XYZ Soft is better prepared to handle such an event, minimizing the potential impact on its operations, clients, and reputation. This case illustrates the importance of contingency planning in helping organizations proactively address potential risks and disruptions to maintain their resilience and ensure business continuity.

- (a) Identifying potential risks and disruptions at XYZ software. 05
- (b) Do you think there is Assessing the impact of disruptions? discuss 05

OR

- Q.4 (a) What are the Developing contingency plans of XYZ software ? 05
- (b) Testing and updating of contingency plans is necessary. Discuss in context with case study. 05
