

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER– III EXAMINATION – WINTER 2020

Subject Code:4539203

Date:08/01/2021

Subject Name:Developing Contributory Skills – III (DCS-III)

Time:10:30 AM TO 12.30 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	Choose the correct answer from the multiple choices. 1. What is Contingency Planning? a) Developing responses in advance for various situations that might impact a business. b) Describing the impact of economic changes on a company, and defines how they should react to a decrease in sales. c) A plan local governments create that explains what they will do if a business declares bankruptcy. d) A plan that describes features a customer may wish to order, and how they impact the price of the purchase. 2. What is the main aim of networking? a) To make as many sales as possible b) To use people to your advantage c) To create a mutually beneficial relationship d) To ask people for favours to advance your business 3. Contingency plan to meet environmental pressure is a) Objective b) Strategies c) Policies d) Rules 4. What one of the following is not a key management skill in planning? a) Conceptual skills b) Analytical skills c) IT and computing skills	14
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	d) Communication skills 5. When meeting new people, your main aim should be to – a) Talk about your career aims and interests b) Obtain their business cards so that you can easily get in touch with them later on c) Get to know people and build a degree of either social or professional rapport with them d) Ask them plenty of questions so that you can later figure out how best to use the information you have discovered for your career benefit 6. Which of the following is not a likely benefit of building your profile? a) Business associates may on occasion be able to offer you a job directly b) Business associates may sometimes be able to share information with you that allows you to do your job better c) Business associates may be able to exert pressure on your line manager to increase your salary d) Business associates may be willing to put you in touch with recruiters and other people who are looking to hire someone like you 7. Design Thinking is: a) Thinking about design b) Designing ways in which people think c) Asking users to solve problems d) Defining, framing and solving problems from users' perspectives 8. What are the steps of Design Thinking Process? a) Understand > Draw > Ideate > Create > Test b) Empathise > Define > Ideate > Prototype > Test c) Empathise > Design > Implement > Produce > Test d) Understand > Define > Ideate > Produce > Try 9. Design Thinking typically helps in _____	
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	a) Innovation b) Data analytics c) Financial planning d) Operational efficiency 10. Design Thinking starts with_____. a) Sketching or prototyping with craft materials b) Sticky notes or notecards c) Empathy and an understanding of human needs d) Identifying solutions for your problem 11. socially responsible mutual fund will only purchase stocks in companies that a) have a no-smoking policy in place b) have a culturally diverse management team c) hire some job candidates who are HIV positive d) have good social performance. 12. What are the three pillars of sustainability, according to the triple bottom line accounting framework? a) People, planet, profit. b) People, social, profit. c) People, financial, income. d) Income, planet, expenses. 13. The human activity, among the following, which causes maximum environmental pollution having regional and global impacts, is: a) Urbanization b) Industrialisation c) Agriculture d) Mining 14. . Social, economic and ecological equity is the necessary condition for achieving a) Social development b) Economic development c) Sustainable development	
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	d) Ecological development	
Q.2	Short Questions [Theoretical / practical questions (8 (nos.) each of 2 marks), no options, total 16 marks. All questions are compulsory] 1. Write steps of contingency planning. 2. What is the significance of networking skills for successful career? 3. What is Design Thinking? 4. Give brief on 5 steps of Design Thinking. 5. Elaborate with example importance of Design Thinking in Management. 6. What are the 3 Pillars of Sustainability? 7. Give brief on 2030 Sustainable Development Goals. 8. What is TBL?	16
Q.3	Does design thinking work with all subject areas? Justify with examples	10
	OR	
Q.3	A School needs focussed tablets to be given to students. Give general steps for design thinking for this.	10
Q.4	Solve following cases: 1. You have accepted an invitation to attend training with the office of career services because a representative from a top company will be giving an overview of their business. At the last minute, you need to cram for an exam. In addition, you also do not feel well, so you decide not to attend. Is this is good or bad networking behaviour? Why? 2. You are attending a school-sponsored networking event with your classmates and representatives from a top marketing firm. You strike up a conversation with a company person and realize that several of your classmates have gathered to either contribute to your discussion or ask their own questions of the company representative with whom you are speaking. You first finish with the conversation before turning to your classmates and acknowledging their presence. Is this good or bad networking behaviour? Why?	10