

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –I-EXAMINATION – WINTER-2022

Subject Code: 4519208

Date: 02/03/2023

Subject Name: Developing Contributory Skills – I

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

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- (1) How many characters can be typed in a single cell in Excel?
(a)256 (b)1024
(c)32000 (d)65535
- (2) The auto calculate feature
(a) Can only add values in a range of cells (b) Provides a quick way to view the result of an arithmetic operation on a range of cells
(c) Automatically creates formulas and adds them to a worksheet (d) Both A and C
- (3) Excel files have a default extension of
(a).xls (b).doc
(c).xlw (d).jpg
- (4) A typical worksheet has _____ Number of columns
(a)128 (b)256
(c)1024 (d)512
- (5) Shortcut key to restore the Window size
(a)ctrl+F5 (b)shift+F5
(c)alt+F5 (d)ctrl+alt+F5
- (6) What is the shortcut key used for 'REDO'?
(a)Ctrl + Y (b)Ctrl + Z
(c)Ctrl + X (d)Ctrl + U
- (7) What is the shortcut key for Print?
(a)Ctrl + F (b)Ctrl + W
(c)Ctrl + P (d)Alt + P

- (8) A co-worker Comes to your office to introduce you to a friend of his. You:
 (a) Smile and nod (b) Give him a high five
 (c) You stand up and establish eye contact and give him smile (d) Wave and tell him how happy you are to meet him.
- (9) The most important part of an email is
 (a) Sender (b) Recipient
 (c) Body (d) Signature
- (10) Emails Are:
 (a) Secret (b) Between me and the recipient(s)
 (c) Public (d) Top Secret
- (11) In which menu bar shapes and symbols are available?
 (a) Home (b) Insert
 (c) View (d) Layout
- (12) What should teachers to do develop reasoning ability and creative thinking in students?
 (a) Group discussion (b) seminar
 (c) Debate (d) Giving lectures to the student
- (13) Which of the following is the best thinking , in term of thinking?
 (a) conceptual thinking (b) Imaginary thinking
 (c) logical thinking (d) all of the above
- (14) Which are the shortcut key for the Save As ?
 (a) Alt + F2 (b) Ctrl + S
 (c) Alt + S (d) Ctrl + F2

Q.2 Short Questions

16

1. Meaning of creative Thinking
2. What is case Study?
3. How to insert a table in Word?
4. Write down the type of Layout.
5. In which way to improve your critical thinking?
6. Define the critical Thinking.
7. How to insert header and footer in Document?
8. What are the characteristics of Critical thinking?

Q.3 What is the Meeting Etiquette? Explain in detail.

10

OR

Q.3 What are some creative thinking skills? Explain in brief

10

Q.4 CASE STUDY:

For decades, Nokia has been the talk of the town. The titanic telecom was famous for its hardware and battery life. Nokia's mobiles were world-famous for their user satisfaction. In 1996, they launched the first-ever internet-enabled mobiles, and by the start of the 21st century, Nokia launched a touch-screen mobile demo.

This sparked the revolution in the mobile phone industry, making Nokia the biggest cell phone maker company in 1998. It even raced ahead of Motorola. But, what happened?

Resistance

Nokia stayed stubborn even when other mobile phone manufacturers were developing and working on their phones. Nokia was still in the bubble that people would not purchase touch screen phones and use the QWERTY keypad input. Soon, Samsung released its Android-powered array of smartphones, which were reasonable in price and user-friendly.

This total misunderstanding began the downfall of Nokia. Nokia never decided to accept the Android operating system (OS) because they did not consider it an advancement.

Nokia launched its Symbian OS, but it was far too behind as Apple and Samsung stamped their positions. The Symbian OS's inability to capture consumers' minds was the biggest reason for Nokia's downfall.

The deal

Nokia's deal with Microsoft was another deep hole. The once telecom mammoth sold itself to Microsoft when they were drowning in losses. Nokia's sales roared its inability to survive on its own. Simultaneously, Apple and Samsung were developing with innovation and technological advancements. It became too late to catch the train for Nokia. The acquisition of [Microsoft](#) is considered one of the biggest blunders as it did not bear fruit for either party.

Overestimation

Nokia overestimated the strength of its [brand value](#). The company thought that the general mass would still barge into stores and buy their cell phones, even after the late launch of its range of smartphones. What a misconception! People still believe in Nokia regaining the market leadership if it adapts and accepts Android. However, the exact opposite is the truth seen today.

Lacking

Nokia was lacking in the innovation of its products. Nokia just launched a Windows phone with basic elements, while brands like Samsung and Apple developed advanced phones. Even the Nokia Lumia series collapsed due to a lack of innovation. The dull and almost-dead features did not help. Nokia did not even have 3G-enabled phones when 4G was the latest in telecom. The Finnish giant was making the wrong decisions all along. They restrained from adapting to the latest technology, and this deprived their sight of success. Nokia's failure became a lesson to hold on to continuous evolution and adoption of new tech.

(a) How Nokia company solved the problem they Faced **05**

(b) What are the biggest challenges on the horizon for Nokia industry? **05**

OR

(a) Has this solution saved money and/or increased productivity? **05**

(b) What feature of our product was most appealing? **05**
