GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 1539710   **Date: 20/12/2024**
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. No.	Question Text and Description	Marks
Q.1	**Multiple Choice Questions**	14

1. What is Design Thinking primarily focused on?
   a) Solving complex problems creatively
   b) Enhancing technical skills
   c) Reducing costs in manufacturing
   d) Creating algorithms
2. What are the three pillars of sustainability?
   a) Economic, Social, Environmental
   b) Cultural, Political, Economic
   c) Social, Technical, Financial
   d) Political, Ethical, Environmental
3. Which concept is central to the Triple Bottom Line approach?
   a) Profit only
   b) Profit, People, Planet
   c) Production, Policy, Pricing
   d) Social responsibility only
4. A critical step in building an effective network is:
   a) Sending generic messages to all contacts
   b) Actively listening and showing genuine interest
   c) Requesting favours without offering value
   d) Avoiding communication unless necessary
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6. What is Design Thinking primarily focused on?
   a) Solving complex problems creatively
   b) Enhancing technical skills
   c) Reducing costs in manufacturing
   d) Creating algorithms
7. In the Define step of Design Thinking, the focus is on:
   a) Creating prototypes
   b) Identifying the problem statement
   c) Gathering diverse ideas
   d) Testing solutions

8. Which step in Design Thinking involves brainstorming for solutions?
   a) Empathize
   b) Prototype
   c) Ideate
   d) Test
9. What does the "people" component in the Triple Bottom Line represent?
   a) Customer satisfaction
   b) Social equity and community well-being
   c) Employee efficiency
   d) Political influence
10. The 2030 Sustainable Development Goals were adopted by:
    a) World Bank
    b) United Nations
    c) International Monetary Fund (IMF)
    d) World Trade Organization (WTO)
11. What is a contingency plan?
    a) A back up plan in case anything goes wrong
    b) toasting plan that incorporates all participates
    c) A layout plan of the event space for seating arrangements
    d) List of all the documents
12. An example of a contingency plan is:
    a) Marketing strategy
    b) Backup IT system activation
    c) Employee onboarding
    d) Sharing Ideas
13. What is a contingency plan?
    a) A daily task list
    b) A response to unexpected events
    c) A growth strategy
    d) Attack on system
14. A good Design Thinker should:
    a) Avoid risk-taking in decision-making
    b) Be open to new ideas and embrace collaboration
    c) Work independently without involving stakeholders
    d) Focus solely on their expertise

Q.2   **Short Questions**   **16**

1. Define Design Thinking.
2. Why is The Triple Bottom Line Important?
3. What is Business networking?
4. What is purpose of Contingency Management?
5. Define Role of design thinking in marketing.
6. What is Sustainable Development?
7. Give ways for building the networking Skills.
8. Define corporate social responsibility

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

OR

Q.3   What are Sustainable Development Goals? Discuss any 4 goals in detail.   **10**

Q.4 Case Study : Design Thinking in Developing an Innovative Stationery Product

The stationery industry has long relied on traditional products like notebooks, pens, and pencils to serve students, professionals, and artists. However, with the rise of digital tools such as tablets, styluses, and note-taking apps, the demand for traditional stationery began to decline. Established players in the market faced growing competition from tech companies offering digital alternatives that were perceived as more efficient, portable, and environmentally friendly.

ArtO'clock, a mid-sized stationery company with a history of producing high-quality products for over two decades, began noticing a significant drop in sales over the last five years. Their core customer base, primarily students and office workers, were rapidly transitioning to digital solutions. Meanwhile, environmentally conscious consumers criticized the stationery industry for contributing to paper waste and using non-recyclable materials. Facing these challenges, the leaders at ArtO'clock decided to try something new. Instead of directly competing with digital tools, they aimed to create a product that combined the familiar feel of traditional stationery with the practical features of modern technology. Their goal was to design something that would appeal to today's on-the-go, tech-savvy users while also being environmentally friendly.

(a) As a Company centric vision , how to design a stationery product that caters to the needs of a mobile, tech-savvy generation while maintaining the charm of traditional tools? **05**

(b) What challenges does the ArtO'clock company face in growing its business again? **05**

OR

(a) As a good Design thinker, Apply the Design thinking steps to create Hybrid solution of this problem. **05**

(b) Examine the challenges faced by ArtO'clock during the development of the Digital Innovation with traditional products. Discuss how balancing innovation, user diversity, and sustainability can drive the creation of impactful stationery products. **05**

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