

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: 4519208**Date: 21/01/2025****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.**14**

- (1) What is a common misconception about creative thinking?

(a) It always leads to successful outcomes	(b) It is a fixed ability that cannot be developed
(c) It only applies to artistic or creative fields	(d) It involves working alone and avoiding collaboration
- (2) What is a way to promote creative thinking in a team setting?

(a) Encouraging conformity and sticking to established procedures	(b) Avoiding diverse perspectives and viewpoints
(c) Embracing risk-taking and uncertainty	(d) Focusing only on the end result and not the process
- (3) What is one way to overcome creative thinking blocks?

(a) Sticking to your usual routine	(b) Relying solely on logic and reason
(c) Taking breaks and engaging in different activities	(d) Avoiding collaboration with others
- (4) Which of the following is a key aspect of creative thinking?

(a) Being narrowly focused	(b) Relying on established patterns and routines
(c) Generating multiple options	(d) Avoiding change and uncertainty
- (5) What is a common barrier to developing critical thinking skills?

(a) Lack of motivation	(b) Too much practice
(c) Overreliance on emotions	(d) Focusing only on surface-level information
- (6) What are some common elements found in case studies?

(a) Background information, problem or issue, analysis, and recommendations	(b) Introduction, methods, results, and conclusion
(c) Hypothesis, variables, data, and interpretation	(d) None of the above
- (7) What is an important aspect of preparing for case-based learning?

(a) Memorizing information and concepts	(b) Practicing test-taking strategies
(c) Reading and analyzing case materials carefully	(d) None of the above
- (8) What is an important step in analyzing a case study?

(a) Jumping to conclusions without considering all the facts	(b) Relying solely on personal opinions and beliefs
(c) Identifying relevant information and key issues	(d) Avoiding collaboration with others

- (9) What is one way to prepare for a case-based learning activity?
 (a) Memorize all the information and concepts in advance (b) Avoid reading the case materials and rely on intuition
 (c) Identify the key issues and questions to be answered (d) None of the above
- (10) Which tab in MS-Word contains options for formatting text, paragraphs, and styles?
 (a) Home (b) Insert
 (c) Design (d) Layout
- (11) Which option in the References tab allows you to insert a reference to another part of your document?
 (a) Table of content (b) Insert footnote and endnote
 (c) Insert citation (d) Cross-reference
- (12) Which option in the Insert tab allows you to add a page number to your document?
 (a) Header – Footer (b) Table
 (c) Comment (d) Hyperlink
- (13) Which option in Excel allows you to wrap the text within a cell?
 (a) Merge and center (b) Wrap text
 (c) Number (d) Editing
- (14) Which option in Excel allows you to automatically calculate the sum of a range of cells?
 (a) Auto sum (b) Statistical
 (c) Lookup (d) Formula

Q.2 Short Questions.

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1. What are some examples of top creative thinking skills?
2. What are some common characteristics of critical thinking?
3. What are some barriers to effective critical thinking?
4. What is the meaning of business etiquette?
5. What are some important considerations for proper telephone etiquette in a business context?
6. What are some best practices for conducting effective meetings in a professional environment?
7. What is the purpose of a page break in MS Word?
8. What is the purpose of pivot tables in Excel?

Q.3 Analyze how the choice of case type can impact the learning outcomes and objectives and evaluate the advantages and disadvantages of different case types for achieving specific learning goals.

10

OR

Q.3 Analyze the elements of a case study and generate actionable insights and recommendations that are supported by the evidence presented.

10

CASE STUDY:

Launching a New Product

A multinational company that produces skincare products is planning to launch a new product. The company has invested significant resources into research and development, and they believe the new product has the potential to become a bestseller in the market. However, before launching the product, they need to make some critical decisions, and this requires both creative and critical thinking.

Creative Thinking:

The marketing team needs to come up with a creative strategy to launch the product. They need to identify the target audience and create a compelling message that resonates with them. Here are some creative thinking strategies they can use:

- **Brainstorming:** The marketing team can use brainstorming sessions to generate ideas for the product launch. They can invite team members from different departments to share their ideas.
- **Mind Mapping:** The marketing team can create a mind map of the product launch strategy. They can use a whiteboard or software like MindNode to visualize their ideas.
- **Analogies:** The marketing team can use analogies to draw inspiration from other successful product launches. For example, they can study how Apple launched its new products and apply the same strategies to its product launch.

Critical Thinking:

While the marketing team is busy coming up with creative strategies, the company's leadership team needs to make some critical decisions. They need to analyze the data and make informed decisions that can impact the success of the product launch. Here are some critical thinking strategies they can use:

- **Analyzing Data:** The leadership team needs to analyze the market data to understand the potential demand for the new product. They need to consider factors such as competition, pricing, and distribution channels.
- **SWOT Analysis:** The leadership team can conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to assess the viability of the product launch. They can identify the strengths and weaknesses of the new product and evaluate the opportunities and threats in the market.
- **Scenario Planning:** The leadership team can use scenario planning to prepare for different possible outcomes of the product launch. They can create best-case, worst-case, and most-likely scenarios and develop strategies to mitigate risks.

- (a) How can the marketing team use divergent thinking to generate creative strategies for the launch of the new skincare product? **05**
- (b) Evaluate how the leadership team can apply critical thinking to assess the potential demand for the new skincare product based on market data analysis. **05**

OR

- Q.4 (a) Analyze the benefits of combining creative and critical thinking when launching a new skincare product and compare it with using only one type of thinking. **05**
- (b) How can the leadership team use hypothetical thinking to anticipate potential risks associated with the launch of the new skincare product and develop effective strategies for mitigating those risks using scenario planning? **05**
