



- (9) The "Ideate" phase encourages  
 (a) Convergent thinking (b) Critical thinking  
 (c) Divergent thinking (d) Narrowing down ideas
- (10) Which of the following is NOT a step in the Design Thinking process?  
 (a) Plan (b) Test  
 (c) Define (d) Empathize
- (11) The Triple Bottom Line (TBL) focuses on which three factors?  
 (a) Profit, People, Planet (b) Purpose, Process, Product  
 (c) Policy, People, Profit (d) People, Policy, Planet
- (12) Which of the following is NOT part of the 2030 Sustainable Development Goals (SDGs)?  
 (a) No Poverty (b) Climate Action  
 (c) Good Governance (d) Quality Education
- (13) The term "Triple Bottom Line" was coined by  
 (a) Michael Porter (b) Peter Drucker  
 (c) John Elkington (d) Elon Musk
- (14) Planet" aspect of the Triple Bottom Line focuses on  
 (a) Social equity (b) Environmental sustainability  
 (c) Economic growth (d) Profit maximization

**Q.2 Short Questions**

**16**

1. Define the significance of networking in career development
2. Why is empathy considered the most important step in Design Thinking?
3. Briefly describe the difference between formal and informal networking
4. What is the primary purpose of a contingency plan?
5. What is a "contingency reserve," and why is it important in contingency planning?
6. Describe the role of brainstorming in the "Ideate" phase of Design Thinking.
7. What are the three pillars of sustainability?
8. What is the Triple Bottom Line (TBL) and what does it emphasize?

**Q.3** Discuss the significance of the 2030 Sustainable Development Goals (SDGs) and provide examples of how organizations can contribute to achieving these goals.

**10**

**OR**

**Q.3** Describe the five steps of the Design Thinking process in detail. How do these steps contribute to becoming a good Design Thinker?

**10**

**Q.4 CASE STUDY:**

Ravi, a young marketing professional, attends a conference aimed at marketing executives and professionals. He is eager to grow his professional network and takes the opportunity to meet several senior executives during the event. Ravi exchanges business cards with many of them, hoping to build connections that may benefit his career. However, after the conference, Ravi does not follow up with the executives he met. Over time, he fails to maintain regular contact with these potential connections, missing the opportunity to nurture relationships that could have been valuable for his professional growth.

- (a) What mistakes did Ravi make in his networking efforts? **05**
- (b) How can Ravi improve his networking skills to build stronger professional relationships? **05**

OR

- Q.4**
- (a) What role does networking play in career development, and how can professionals like Ravi use networking opportunities to their advantage? **05**
  - (b) If you were Ravi, what steps would you take after the conference to maintain the connections you made with the senior executives? **05**

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