GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER I – EXAMINATION – WINTER 2019

Subject Code: 4519208   **Date:06/01/2020**

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.**

Q.1 **Choose the correct answer from the multiple choices. Kindly write the chosen option in the answer book.**   **14**

(1) Critical Thinking is all about _____ while creative thinking is more about _____.
(a) Finding objective answers…. coming up with subjective answers.

(b) Brainstorming …. Analysis

(c) Analyzing problems and evaluating outcomes……discovering different perspectives and brainstorming ideas.
(d) Shallow thinking….deeper level thinking

(2) Doing which of the following can expand your thinking as well as help you gather new information and discover new insights?
(a) Silently observing the situation   (b) Writing up an Action Plan

(c) Silent reflection   (d) Asking questions.

(3) Imagine you have a conflict with a friend. Which question leads to deeper level thinking and opens the door for better discussion?
(a) Are you mad?   (b) What did I do to offend you?

(c) Did you have a bad day?   (d) Do you want me to apologize?

(4) You meet someone you've met before, but you can't remember his or her name. You should:
(a) Turn around and leave and hope he or she didn't see you.

(b) Walk up to him or her and say, "Hi, what's-your-name!"

(c) Walk up to him or her use a generic greeting such as "Good morning" and just ignore the whole name issue.
(d) Walk up to him or her, use a generic greeting and admit that you don't remember the name.

(5) Which sentence do you think is most appropriate in professional communication on e-mail?
(a) Thank you so much.   (b) Thank you so much!!!

(c) Thanks a ton.   (d) Thank you sooooo much :)

(6) If you are on another call when the telephone rings, what should you do?

(a) Do not interrupt your existing caller and let the incoming call transfer to voice mail.   (b) Place the call on hold and answer the incoming call, "Hold please."

(c) Tell the incoming caller you are on another line and ask them to call back.   (d) Ask permission of the existing caller to be placed on hold while you answer the other telephone.

(7) What is the default font of a Microsoft Word 2007 document?
(a) Times New Roman   (b) Calibri

(c) Cambria   (d) Arial

(8) Portrait and Landscape are
(a) Margins   (b) Layouts
(c) Orientations   (d) Page Sizes

(9) The space left between the margin and the start of a paragraph is called
(a) Indentation   (b) Gutter
(c) Spacing   (d) Alignment

(10) The _____ tab allows you to an enter a citation for a source quoted or referenced in a document, which Word will automatically format according to the style (e.g., MLA, APA...) you selected.
(a) Review   (b) Data
(c) Insert   (d) References

(11) If Ä1"is displayed in the name box, then it indicates:
(a) First Column (by A) and first row (by 1)   (b) First Column (by 1) and first row (by A)
(c) First sheet   (d) None of the above

(12) Which chart displays values as a percentage of the whole?
(a) Scatter chart   (b) Bar chart
(c) Surface chart   (d) Doughnut chart

(13) I want to add cells value from C5 to C70, and show output of this addition in cell A3. Which formula should I use?
(a) Write in Cell A3, C5+C6+C7+C8+C9.....   (b) Write in cell A3, =Add C5:C70
(c) Write in cell A3, =SUM(C5:C70)   (d) Write in cell A3, =Add C5 to C70

(14) The process of arranging the items of a column in some sequence or order is known as :
(a) Sorting   (b) Autofill
(c) VLOOKUP   (d) Filtering

Q.2 Short Questions   [Theoretical / practical questions (8 (nos.) each of 2 marks), no options, total 16 marks. All questions are compulsory]   **16**

1. What is the difference between creative and critical thinking?

2. Mention two techniques which you can use to think creatively for improving the quality of your assignments.

3. Which are the different elements of a case?

4. What is the importance of learning business etiquettes?

5. Which are the major page layout settings to manage in MS-Excel?

6. What is the meaning and use of a watermark in MS-Word?

7. What is the use of LOOKUP function in MS-Excel?

8. What is the difference between footnote and endnote? What are their uses?

Q.3 Suggest three changes you would like to make to the education system in our country. For each proposed change, write down whether it will be possible to make the change and the reasons for the same. Be as liberal and unique in your thinking as you can.   **10**

OR

Q.3 Why is critical thinking important for a manager? How would you like to develop critical thinking ability? What would be the barriers you would have to overcome? **10**

Q.4 <div align="center">**Case Study: Indian Premier League (IPL)**</div>

Conceptualized in 2007, club type format of cricket, IPL, with all ingredients of success, is the perfect example of controversy marketing. BCCI's IPL generated a level of excitement and stupor usually seen in football, basketball and baseball franchises. Other than the large number of cricket crazy Indian fans, what else IPL did to become a global brand name?

Its value proposition is fast paced action and a 3.5-hour movie like entertainment. With high stakes involved IPL has showed the commercial potential of Twenty20.

IPL has a global appeal. The international star players influence the level of support and interest. For instance, Shane Warne's contribution to the Rajasthan Royals is much talked about with appreciation in Australia.

Media exposure was a crucial factor in the success of IPL. The season receives continuous coverage in local, national and international press even during the closed season.

Involvement of Bollywood celebrities like Shah Rukh Khan, Preity Zinta, Shilpa Shetty as both franchisers and promoters brought in lot of glamour to the series. These people are a brand in themselves in India.

IPL marketing strategy brings a lot of spice through auctioning of franchisees and participating players, cheerleaders, opening ceremony and live concerts. Even the commentators use phrases to attract and please sponsors, making them pay more.

(a) Has ILP helped the game of cricket in India and the world? How? **05**
(b) What is the future of IPL according to you? **05**

<div align="center">**OR**</div>

(a) Is IPL a successful concept? Why do you think so? **05**
(b) Which other sports can replicate the model of IPL? **05**

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