GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539203   **Date: 23/08/2021**
Subject Name: Developing Contributory Skills – III
Time:02:30 PM TO 04:00 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 options in the answer book.   14

01. Contingency planning is also known as;
    [a] Synergy planning   [b] Ad hoc planning
    [c] Scenario planning   [d] Business level planning

02. What does the acronym SMART stand for?
    [a] Suitable, measurable, actionable, rewarded and timely
    [b] Specific, measurable, actionable, resourced and timely
    [c] Specific, measurable, achievable, rewarded and timely
    [d] Standardised, measurable, achievable, rewarded, and timely

03. To what time-frame do strategic plans relate?
    [a] Long-term   [b] Medium-term
    [c] Short-term   [d] Unspecified time it takes to achieve an aim

04. What one of the following is not a key management skill in planning?
    [a] Analytical skills   [b] IT and computing skills
    [c] Communication skills   [d] Conceptual skills

05. What type product normally produces the most sales & income in the Network
    Marketing Industry?
    [a] Unique products   [b] Consumable products
    [c] High-tech products   [d] Industrial Products

06. When preparing for a networking function, you should:
    [a] keep up to date on current events, world affairs, emerging business trends and state-
    of-the-art management or leadership concepts.
    [b] Ask the host in advance for a list of the guests and their backgrounds
    [c] Bring a small note pad and pen to write down contact information or schedule
    meetings.
    [d] None of the Above

07. What is/ are the objective(s) of networking skills?
    [a] Building relationship   [b] Leverage on influential connections
    [c] Staying positive   [d] All the given

08. Which of the following is not a Social Networking medium?
    [a] Mozilla Firefox   [b] Youtube
    [c] Instagram   [d] Twitter

09. Design Thinking is:
    [a] Thinking about design
    [b] Designing ways in which people think
    [c] Asking users to solve problems
    [d] Defining, framing and solving problems from users' perspectives

10. What are the steps of Design Thinking Process?
    [a] Empathise > Define > Ideate > Prototype > Test
    [b] Empathise > Design > Implement > Produce > Test
    [c] Understand > Draw > Ideate > Create > Test
    [d] Understand > Define > Ideate > Produce > Try

11. A college is redesigning it website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?
    [a] Information on faculty members
    [b] Information about courses
    [c] Alumni details
    [d] College rules and regulations

12. Which of the below firm is associated the most with Design Thinking?
    [a] Ikea
    [b] Ideo
    [c] Idea
    [d] Ikei

13. The acronym CSR stands for
    [a] Corporate Search and Rescue
    [b] Corporate Social Reality
    [c] Corporate Sensitive Reliability
    [d] Corporate Social Responsibility

14. A sustainability report is the key platform for communicating, _____ and impacts whether positive or negative
    [a] Sustainability performance
    [b] Information
    [c] Management decisions
    [d] Financial analysis

Q.2 Answer the following questions in short.   **16**
    1. What is contingency?
    2. List down the major steps of design thinking
    3. What are the major types of networking?
    4. Write down the two main purposes of contingency management.
    5. What is sustainability?
    6. What is TBL?
    7. List down the main characteristics of good Design Thinker
    8. What is CSR?

Q.3 Discuss the main three pillars of Sustainability.   **10**

OR

Q.3 what is design thinking and how it is important in management?   **10**

Q.4   In India local governments have encouraged the production of renewable energy,   **10**
         their communities have realized economic benefits and secured their energy
         supply, further attracting new industrial development that is not reliant on
         nonrenewable energy sources. In Tamil Nadu, India, a State-run programme to
         promote the development of renewable energy resulted in the production of over
         650 turbines for wind power generation. The development of wind energy has
         given rise to new local enterprises, including those specializing in the design and
         construction of wind energy equipment.
         Discuss the above case in context to sustainability development and its importance.

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