

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 4539203**

**Date: 28-02-2022**

**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.

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Multiple Choice Questions	<b>14</b>
(1)	Objective may be defined as (a) specified outcome to be achieved in long term (b) goals to be achieved with limited number of resources (c) set standards of performance to be achieved by workers (d) clearly defined and measurable outcome to be attained in specified time frame.	
(2)	Which among these is not a recognized time of plan (a) Business (b) Success (c) Ad-Hoc (d) Financial	
(3)	Succession Planning relates to (a) Dismissing an employee for more favorable employee (b) a formal process of planning of role which will become vacant in future (c) vote of no confidence in board member (d) formal process of acquiring a new staff	
(4)	Which one of them is a position from which someone is unlikely to move ahead with a greater power, designation, and work responsibility (a) Career Goal (b) Career Progression (c) Career Path (d) Career Plateau	
(5)	Decline in the career opportunities due to change in economic and technological factors is called as (a) Job Shift (b) Career Rotation (c) Career Shift (d) Career and Job Change	
(6)	Design thinking is (a) thinking about design (b) designing ways in which people think (c) asking users to solve problems (d) Designing, thinking and solving problem from users' perspective	
(7)	Steps of design thinking includes (a) Empathize; Define Ideate, Prototype, Test (b) Empathize; Design Implement, Produce and Test (c) Understand Define, Ideate, Produce and Try (d) Understand, Draw, Create and Type	

- (8) Design thinking typically helps in  
 (a) innovation (b) Data Analytics  
 (c) Financial Planning (d) Operational efficiency.
- (9) Which of the below is not a sustainable development goal.  
 (a) Gender Equality (b) Zero Hunger  
 (c) Good health and well being (d) Space Research
- (10) Which of these can be recycled  
 (a) Vegetable scraps (b) Metal  
 (c) Plastics (d) Rubber.
- (11) Which of them do not form a strategy of sustainable development  
 (a) Relying more on organic farming (b) Reducing the use of personal vehicles and adopting public transport  
 (c) Safeguarding the habitats of indigenous communities (d) not compromising the needs of current generations keeping in demands of future generation.
- (12) One of the conventional sources of energy is  
 (a) Wind Energy (b) Hydroelectric Energy  
 (c) Tidal Energy (d) None of the above.
- (13) Triple bottom line relates to  
 (a) an accounting tool that relates to people, Planets and profits (b) a management strategy which states that all attention should be on profits  
 (c) an accounting tool that looks at cost profit and loss (d) a management strategy that looks at corporate social responsibility
- (14) The acronym CSR stands for  
 (a) Corporate Social Responsibility (b) Corporate Search and Rescue  
 (c) Corporate Sensitive Responsivity (d) Corporate Social Reality

**Q.2** Short Questions

**16**

1. What are the three components of Triple Bottom Line?
2. Define corporate social responsibility
3. How design thinking concept is used in management
4. What relevance contingency planning has in the management.
5. Define three pillars of sustainability
6. What is meant by integrated reporting?
7. What is purpose of Contingency Management.
8. What is importance of succession planning.

**Q.3** Networking serves as most important skill in today business world. Detail the relevance of the same and suggest ways by which it can be developed.

**10**

**OR**

**Q.3** Explain the steps in design thinking by citing relevant example from the companies.

**10**

**Q.4**

**CASE STUDY:**

Triple bottom line is gaining wide acceptance in corporate world. The companies are taking great care to adopt triple bottom line in all its approaches. The companies are adopting this principle of triple bottom line in numerous ways like Café Coffee Day and Starbucks they are buying the coffee beans fresh from the farmers who are growing coffee using organic means; Company adoption of packaging material which are highly degradable, Besides that company in I.T taking a pledge to train 50 to 60% of its staff and using products in manufacturing which can be recycled Company like ITC dedicatedly using 1 per cent of its revenue for educating the underprivileged children. Company like Texpin and many more take care of the development of the city and go for tree plantation in masses. Many companies have started program me of adoption of one tree by one of employee and they take care of individual tree as their child. Besides this the packaging company they have also started packaging in the material which are ecofriendly. The examples which can be further listed are still innumerable. The company further see that adoption of triple bottom line by every company would take care of the three pillars and would therefore make world a better place to live. It's always said that every coin has two facets so there is also negative aspects of triple bottom line approach. so the dilemma still remains if it has to be adopted and ves to what extent

- (a) Do you think company should go for triple bottom line? Cite two relevant examples from corporate world. **05**
- (b) What is the advantage of adopting triple bottom line? **05**

**OR**

- Q.4** (a) What can be negative part or cons in adopting triple bottom line. **05**
- (b) Suggest an action plan by which the smaller company can adopt the Triple Bottom Line approach but still maintain its profit. **05**

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