

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA- SEMESTER - III-EXAMINATION- SUMMER-2023**

**Subject Code: 4539203****Date: 23/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 -Multiple Choice Questions ( Each Carry equal marks)

14

1. 'C' stand in VUCA is \_\_\_\_\_  
A) Certain                      B) Complex                      C) Complain                      D) Care
2. A contingency is something that might possibly happen in the \_\_\_\_\_  
A) Past                              B) Current                      C) Future                      D) Any Time
3. A contingency plan is a \_\_\_\_\_  
A) Course of Planning                      B) Course of Motivation                      C) Course of Action                      D) Course of Care
4. \_\_\_\_\_ refers to group discussion to produce ideas or solve problems  
A) Risk Assessment                      B) Risk Prioritization                      C) Contingency Planning                      D) Brainstorming
5. Which of the following is not a Business networking ?  
A) Strong contact networks                      B) Casual contact networks                      C) Online networks                      D) Offline networks
6. Which of the following is not a part of Design Thinking ?  
A) Empathize                      B) Design                      C) Prototype                      D) Test
7. \_\_\_\_\_ involves identifying which customers require a solution.  
A) Empathize                      B) Ideate                      C) Prototype                      D) Test
8. \_\_\_\_\_ involves translating the ideas into a tangible output.  
A) Empathize                      B) Ideate                      C) Prototype                      D) Test
9. Which of the following is not a Pillar of Sustainability ?  
A) Economic Development                      B) Cultural Development                      C) Social Development                      D) Environmental Protection
10. How many 2030 Sustainable Development Goals are there?  
A) 15                      B) 16                      C) 17                      D) 18
11. Which of the following is not a P's of TBL ?  
A) Profit                      B) Planet                      C) People                      D) Public
12. Which of the following is not a part of TBL ?  
A) Environment Value                      B) Social Value                      C) HR value                      D) Economic Value
13. First goal of 2030 Sustainable Development Goals is \_\_\_\_\_  
A) Zero Hunger                      B) Gender Equality                      C) No Poverty                      D) Quality Education
14. Second goal of 2030 Sustainable Development Goals is \_\_\_\_\_  
A) Zero Hunger                      B) Gender Equality                      C) No Poverty                      D) Quality Education

**Q.2 Write the following Short Questions. (All Questions Carry equal marks) 16**

1. What is VUCA world ?
2. Contingency Plan V/s. Contingency Planning:
3. What is Business networking?
4. What is Design Thinking?
5. How to become a good Design Thinker?
6. Narrate Design Thinking in Finance Process.
7. Discuss any three goals of 2030 Sustainable Development Goals.
8. How to deal with environmental issues as per the concept of TBL

**Q.3 What makes Design thinking different from project-based learning? 10**

**OR**

**Q.3 An engineering student wants to develop Multi-rotor drone for the agricultural purpose. What are the steps he has to follow to develop it? 10**

**Q.4 Case Study**

Hirva Limited is doing the business of food and beverages segment. At present the company is selling fried wafers and Namkeens products across the Gujarat. Now the company wants to launch roasted wafers and Namkeens products in the Gujarat State.

The company did the survey of people of Gujarat and identify that the people of Gujarat are more test conscious rather than health conscious and the roasted products comes under health conscious category.

The company doesn't have enough funds to launch new products but the Board of Directors have decided that they will definitely launch new products by borrowing the money from SBI.

**Q. Explain the steps taken by the company to launch the new products? 10**

**OR**

**Q. Develop the contingency plan for Hirva Ltd. 10**

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