

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –III-EXAMINATION – WINTER-2023

Subject Code:4539203

Date: 08-12-2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Multiple Choice Questions	14
(1)	What is another name for contingency planning (a) Synergy planning (b) Business level planning (c) Ad hoc planning (d) Scenario planning	
(2)	What is a definition of an objective? (a) defined specified outcome to be achieved in the long-term (b) clear set of goals to be attained given a set number of resource (c) A clearly defined and measurable outcome to be achieved over a specified timefram (d) A set standard of performance agreed by workers and managers	
(3)	Contingency planning is useful if primary plan a.fails c.available b.Schedule d.None Of The above.	
(4)	Succession plan relates to----- (a) Dismissing an employee for a more favourable employe (b) vote of no confidence in a board member (c) formal process of planning to fill a role that will become vacan (d) The formal process of acquiring a new staff member	
(5)	Which of following is not a recognized type of plan (a)Ad-Hoc (b)Goal (c)Objectives (d)None Of The above.	
(6)	Strategic planning relates to (a)Long Term Plan (b)Short Term Plan (c)Five Years Plam (d)None of the above.	

- (7) Skills needed for planning are
- (a) conceptual skill (b) Analytical Skill
(c) Communication Skill (d) All
- (8) Which option is true if just two of the three foundations of Sustainable Development are encountered
- (a) Viable = Economic + Ecological Sustainability (b) Bearable = Social + Ecological Sustainability
(c) Equitable Social + Economical Sustainability (d) None of the preceding
- (9) Sustainable Development can be defined as
- (a) The growth that satisfies current demands without jeopardising future generations' ability to fulfil their own needs (b) Conserve mineral wealth and explore alternative energy sources while decreasing pollution and environmental impact.
(c) It is the process of creating land and building projects in such a way that they have a lower environmental effect by enabling them to produce fuel-efficient self-sufficiency patterns (d) All the preceding
- (10) Which one of the above is not a sustainable growth goal(s)?
- (a) Maintain the family planning program's implementation. (b) Maintain dynamic stability of arable land of at least 123 million hectares, as well as an agricultural development strategy.
(c) Preserve a dynamic water resource balance by lowering water usage per unit of gross domestic product (GDP and agricultural additional value (d) To lead about such a substantial, though not always disastrous, change in the environment
- (11) Sustainable development may be divided into three categories:
- a. The natural environment, the economy, and society (b) The environment, the economy, and fairness
(c) Civilization, ecology, and environment (d) Ecology, economy, and environment

- (12) Career planning is
- (a) Getting information and not taking timely decision (b) Going along with peers and other personal relations
- (c) Exploring and taking decisions in congruence with one's own self (d) All the above.
- (13) Benefits of the Career Management are
- (a) Improved Performance (b) Improved Productivity
- (c) Greater retention (d) All the above
- (14) Business Networking includes
- (a) the creation of relationships and interactions with other business professionals (b) Computer and IT initiatives
- (c) Strategies that business managers use to organize corporate meetings (d) Planning committees responsible for company parties and get-togethers

Q.2 Short Questions **16**

1. Give reasons why networking is considered as a very important skill.
2. What is career planning.
3. Define Design Thinking.
4. Give ways for building the networking Skills.
5. Which are the three pillars of sustainability.
6. Detail the concept of Integrated reporting
7. Give ways for becoming a good design thinker
8. How can an individual contribute in ensuring Environment Sustainability.

Q.3 Design thinking is one of the prerequisite for successful growth. Justify the statement by highlighting 5 steps of design thinking. **10**

OR

Q.3 Triple Bottom Line is now the buzzword. Detail the concept of Triple Bottom Line and also highlighting the need and importance of sustainability **10**

Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned .

At this juncture in 2023, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year.

- (a) In Purview of this case analyse the importance of contingency planning in the organisation 05
- (b) Detail the steps involved in contingency planning 05

OR

- Q.4 (a) Identify the problems in this case. 05
- (b) What steps should Mr. Marek take to take the company out of its troubles 05
