

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

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

## GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER • EXAMINATION – SUMMER 2017

Subject Code: 1990001/2990001

Date: 25/05/2017

Subject Name: Contributor Personality Development Program

Time: 02.30 AM to 5.00 PM

Total Marks: 70

Instructions:

1. All questions are compulsory.

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### Section A

*Instructions: This section has a scenario. Read carefully before answering the subsequent questions. There are 4 questions in this section. All questions are compulsory. Each question has 3 or 2 options. Choose ONLY ONE option which you consider the most appropriate and mark it on the answer sheet given to you.*

**Marks: 10**

Samsung recalled the first version of the Galaxy Note 7 mobile phone due to faulty batteries that overheated and exploded. This led to the phone being banned on flights. The company had to recall over 2 million of the defective product, costing the company \$5.3 billion. In a recent interview, President of Samsung said "Technology innovation is important to Samsung, but our customer's safety is more important. We want to reinstate trust in the brand."

Recently Samsung has taken actions to improve the situation.

*Source: Jan 22, 2017; www.forbes.com*

1. How can a company ensure that there is a minimal risk of releasing a defective product in the market?
  - a] By being innovative when checking for quality.
  - b] By being strict in enforcing quality control.
  - c] By being customer-focused.
2. What is the worst consequence of releasing a defective product in the market?
  - a] The company loses prospective customers.
  - b] The company has to build its brand again.
  - c] The company loses money when replacing the defective products.
3. Why do companies release so many new versions of the same product?
  - a] To keep up with the competition.
  - b] To offer high quality products with technological improvements.



4. When the phone was banned on airplanes, teams of Samsung employees were sent to airports to help customers by collecting their phones. What could be the reason for Samsung to respond like this?
- a] To reduce the inconvenience caused to customers due to the ban.
  - b] To show the customers that the company was trying to solve their problem.

### Section B

*Instructions: There are 10 questions in this section. All questions are compulsory. Each question has 2 statements. Select ONLY ONE statement that you feel is closest to your thinking and mark it on the answer sheet given to you.*

**Marks: 20**

5. In a workplace, having lunch together can be viewed as –
- a] An opportunity to build team spirit and bonding.
  - b] An opportunity to enjoy when not working.
6. Parents discipline children –
- a] As they feel they know what is best for the child.
  - b] As they want the child to make thoughtful choices.
7. One needs to get out of one's comfort zone –
- a] To make the most from new opportunities.
  - b] To test one's limits of discomfort.
8. An underprivileged citizen who has opened a new bank account under a government scheme is likely to–
- a] Feel empowered.
  - b] Feel proud.
9. a] National awards should be given to those who are popular in their chosen field.  
b] National awards should be given to those who have made a difference in their chosen field.
10. Higher studies in my field will help me –
- a] Understand my subject better so that I can do my future job well.
  - b] Get higher earnings so that I can live my future life well.
11. An entrepreneur must have a mentor who –
- a] Will help to solve problems for them.
  - b] Will help to look at problems differently.
12. When responding to a customer, a call center executive should concentrate on –
- a] Communicating properly.
  - b] Giving the right solution.

13. Why do people come together with each other after a natural disaster?  
a] They believe together they can overcome the challenge.  
b] They believe it is the only way to survive at the moment.
14. Domestic handloom products should be sold outside India since –  
a] Such products sometimes do not get their worth and value in India as (they do) abroad.  
b] More employment can be created for local artistes due to the new markets.

### Section C

*Instructions: This section has 5 questions. All questions are compulsory. Each question has 4 statements. Rank the statements in order of your preference **from most preferred to least preferred**. Choose **ONLY ONE** option (out of the 4 given) that is closest to your ranking and mark it on the answer sheet given to you.*

**Marks: 10**

15. In a college fest, why is it recommended that students not only participate, but also volunteer and take up responsibilities like fund raising, registering, event holding and other managerial work? (*Rank in order of most contributive option to least contributive option*)
1. To practice taking up similar responsibilities in the future.
  2. To develop different aspects of their personality.
  3. To add on skills so that they are noticed by future employers.
  4. To get exposure to some real-life activities.
- a] 1-4-2-3      b] 2-4-1-3      c] 2-1-4-3      d] 1-2-4-3
16. Drivers often drive very carelessly on Indian roads. Which message to drivers could be most effective to make our roads safer? (*Rank in order of most contributive option to least contributive option*)
1. Let us have concern for everyone who uses the road.
  2. Let us take responsibility to follow traffic rules and regulations.
  3. Let us avoid getting caught by traffic policeman and paying fines.
  4. Let us get the driving license only after a thorough examination.
- a] 1-4-2-3      b] 1-2-4-3      c] 2-1-4-3      d] 2-4-1-3
17. The government plans to give guidelines on which learning outcomes students should achieve by the end of each academic year. What is the advantage of doing this? (*Rank in order of most contributive option to least contributive option*)
1. It will help schools to plan accordingly.
  2. It will raise quality of education provided in all schools.
  3. It will help teachers to assess students.
  4. It will help parents to check on performance of teachers.
- a] 2-1-3-4      b] 2-1-4-3      c] 2-4-3-1      d] 2-3-1-4
18. Environmentalists are constantly warning us that in another twenty years there will be no clean drinking water. How should people respond to such news? (*Rank in order of most contributive option to least contributive option*)

1. It is too far away in the future to be worried about.
2. Even if changes are made, will it help? Most people are not going to conserve water.
3. I have to save water in my day-to-day life for a better future for everyone.
4. The community should try and find solutions to solve the water problem.  
a] 4-3-2-1      b] 1-2-3-4      c] 3-4-2-1      d] 2-1-3-4

19. Kannan is worried about a problem at work. What could his grandmother tell him?  
(Rank in order of most contributive option to least contributive option)

1. With time the problem will solve itself.
2. Check if the problem is worth worrying about.
3. Instead of worrying, see what steps can be taken to solve the problem.
4. Worrying about a problem is just a waste of time.  
a] 3-2-4-1      b] 2-3-4-1      c] 3-4-2-1      d] 4-3-2-1

### Section D

*Instructions: There are 10 questions in this section. All questions are compulsory. Each question has 3 options. Select ONLY ONE option that you feel is the most appropriate and mark it on the answer sheet given to you.*

**Marks: 30**

20. For the inter-college tournament, the captain could aim to –  
a] Create a personal record as a captain.  
b] Motivate each player to play well.  
c] Help improve the team's performance.
21. A complex challenge requires –  
a] Investment of energy by more and more people to find an appropriate solution.  
b] An expert taking ownership to find an appropriate solution.  
c] Different ideas from a wide variety of people to understand all aspects of the challenge.
22. To prepare for the role of President of the hostel committee, what would you like to ask the previous President?  
a] During your time, what were the issues faced by the students?  
b] During your time, how did you manage your studies and the demands of this role?  
c] During your time, what duties did you have as a President?
23. I will support a colleague to finish her work only–  
a] When I anticipate she needs help.  
b] If I have finished my work.  
c] When she asks for it.

24. When a successful actor starts her own production house to make movies, in your view, her intention could be –
- a] To start a side business as an alternative financial source.
  - b] To leverage her celebrity status.
  - c] To produce films on issues she believes in (which would otherwise not get funded easily).
25. Which key question should you ask when you get a job offer?
- a] Will I learn on the job?
  - b] Will others benefit through the work?
  - c] Will I get paid well enough to fulfill my dreams?
26. Choose any one statement you agree with most -
- a] Family businesses need to follow the traditional ways of doing business.
  - b] Family businesses need to reinvent themselves to respond to changes in the market.
  - c] Family businesses need to be alert to market trends.
27. Many shops raise the prices of their products and then offer discounts. Which of these statements is correct?
- a] Anyway, it is still a discount!
  - b] This way may be common in many stores!
  - c] The public should know this fact!
28. Your professor challenges your team to complete the research project in half the time you estimated. Your first reaction?
- a] “It can be done if all of us put our minds to it.”
  - b] “Even if we work day and night, we won’t be able to complete it.”
  - c] “Maybe it can be done, but the quality will not be as good as what we are capable of.”
29. A participant of an acting competition on T.V. will feel successful when –
- a] He gets a chance to interact with celebrities during the show.
  - b] He gets a chance to discover how versatile he can be as an actor when needed.
  - c] He gets the chance to win the competition.