

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER– 1<sup>st</sup> / 2<sup>nd</sup> EXAMINATION (NEW) – SUMMER 2018**

**Subject Code: 1990001/2990001**

**Date: 15-05-2018**

**Subject Name: Contributor Personality Development Program**

**Time: 02:30 pm to 05:00 pm**

**Total Marks: 70**

*There are 29 questions (in 4 sections) in this question paper.*

*All questions are compulsory.*

**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**

Cambridge Analytica is a data analytics company. It offers its services (i.e. providing information to make decisions, develop strategies, etc.) to businesses and political parties. The company collects people's data (about their interests, political ideologies, email ID, etc.) from various sources, including social media platforms such as Facebook.

Cambridge Analytica and Facebook have recently been accused of obtaining people's data without their permission. Further, they used this data to influence important political decisions – Brexit campaign; elections in India, US, Africa, Italy; etc. They did so by sending 'targeted advertisements' to citizens that would influence their decisions.

1. It is said that Cambridge Analytica manipulated election results by influencing people on social media. How would you, as a citizen, react to this?
  - a] "They have made a fool of people like me."
  - b] "It has made a mockery of the election system."
  - c] "Such manipulations are anyway common in most elections."
2. When collecting data for research work, it important to ensure that –
  - a] People give you the data you need for the research study.
  - b] People give you permission to collect their data.
  - c] People are well-aware of how their data will be used.
3. Social media platforms should improve its privacy settings and protect the user's data because –
  - a] It is their duty to correct the errors in system and improve their services.
  - b] It should ensure that its users feel safe and comfortable while using their services.

4. Owners or founders of social media platforms have to –
- a] Worry about all the possible stakeholders impacted by their business.
  - b] Worry about providing the best possible service to their users/ customers.

### 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. The Indian Space Research Organization (ISRO) had a record breaking year, 2017, with 5 successful space launches. This shows that the team is –
- a] Committed to keep excelling in their work.
  - b] Full of efficient and capable people.
6. a] An elected politician has the authority necessary to bring about change in his constituency.  
b] An elected politician can choose to bring about change in the constituency.
7. When organizing a blood donation drive, a contributor will try to reach out to as many people as possible so that –
- a] Many people participate and donate blood.
  - b] She can feel satisfied about trying her best.
8. Students should choose elective subjects in which –
- a] They are confident of doing well in.
  - b] They can develop different types of capabilities.
9. Divya needs to submit a product sales report to the client every week. How can she think?
- a] “I need to fulfill the client’s expectations each time by sincerely working on the report.”
  - b] “I could look at a set of reports and try to find new insights, irrespective of whether the client has asked for it or not.”
10. a] A sports coach may be tough in order to push his/her students to excel.  
b] A sports coach may be tough as discipline has to be maintained.
11. As an event manager –
- a] I ensure that I plan my events and deliver them properly.
  - b] I customize each event to suit my audience.
12. If elected as a class representative, you will focus on –
- a] Ensuring that the class becomes self-sufficient in resolving their challenges.
  - b] Resolving each and every challenge for the class sincerely.

13. While preparing for a dance competition, you would prefer to join a team that is –
- Motivated to win.
  - Guided by an experienced dancer.
14. The end of an interview is a good time for the candidate to clarify –
- The salary package, career growth path, incentive structure, etc.
  - The job profile, scope of work, roles and responsibilities, etc.

### 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 group discussion, you should – *(Rank in order of most contributive option to least contributive option.)*
- Give shy people a chance to share their points of view.
  - Be able to think from various angles and put across your consolidated viewpoint.
  - Make sure your point of view is heard.
  - Listen to others' points of view and communicate clearly if you agree or disagree with them.
- a] 2-4-1-3      b] 4-2-1-3      c] 1-4-2-3      d] 1-2-4-3
16. The development of Artificial Intelligence (AI) and machine learning/ robots, could be viewed as – *(Rank in order of most contributive option to least contributive option.)*
- An opportunity for routine work to be done by AI, and creative work by people.
  - A call for working professionals to develop new critical skills.
  - A threat, as unemployment in our country will only increase.
  - A change that cannot be ignored.
- a] 2-1-4-3      b] 2-4-3-1      c] 1-4-2-3      d] 1-2-4-3
17. The government has made changes in the GST regulations. Raunaq, who is working in the accounts department of a firm, is asked to oversee the development of a new accounting system. Though there is a lot of uncertainty and confusion about setting up the new system, Raunaq takes up the responsibility because – *(Rank in order of most contributive option to least contributive option.)*
- He has been asked to do it.
  - It is rare to get such opportunities in one's career.
  - He will be noticed by the top management for doing such tough work.
  - Through this, he can help his firm when it is needed the most.
- a] 3-2-4-1      b] 4-2-3-1      c] 2-4-3-1      d] 3-4-2-1

18. When faced with a challenge at work, one must – (*Rank in order of most contributive option to least contributive option.*)
1. Find a solution that addresses the root of the challenge being faced.
  2. Find out how other people solve such problems in your office.
  3. Follow whatever the boss says.
  4. Try different approaches to solve such challenges.
- a] 4-1-2-3      b] 1-4-2-3      c] 4-3-1-2      d] 1-4-3-2
19. A company allocates funds to train employees with new skills as – (*Rank in order of most contributive option to least contributive option.*)
1. It can help improve the effectiveness of employees.
  2. It is a practice that is followed across the industry.
  3. It will help in serving customers and clients better.
  4. It will help in keeping the company up-to-date in the industry.
- a] 4-3-1-2      b] 3-2-1-4      c] 3-1-4-2      d] 3-4-1-2

### 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. Which of the following groups is likely to succeed in their project – ‘Affordable quality education for everyone in India’?
- a] The group which is committed to finding new and superior methods of learning and teaching.
  - b] The group which has experts from the education field to give them solutions that will work.
  - c] The group in which all the members are passionate about the problems of education in India.
21. Students are losing lives in gun shooting incidents in schools and colleges across USA. Students from all over USA decide to protest. According to you, what could their motive be?
- a] To help people see the value and importance of life.
  - b] To get the government to be more strict in the sale and use of guns.
  - c] To express their grief about the frequent incidents of violence in the country.
22. While making your resume, what should you focus on most?
- a] Communicating clearly and professionally.
  - b] Providing unique insights about yourself that an employer must know.
  - c] Presenting it neatly and in a good format.

23. A company's Corporate Social Responsibility initiative should be one which –
- Generously helps people who are poor or underprivileged.
  - Makes a concrete difference to the lives of the target group.
  - Creates a positive impression of the company amongst the public and its beneficiaries.
24. Mr. Sinha was a bit nervous as the company had asked him to take on a new role, which was very different from what he had been doing since last 10 years. As his colleague, what would you advise him?
- “A new role will give you new experiences and opportunities to learn from.”
  - “The new role will help you get the promotion you have been waiting for.”
  - “It is better for you to take up the new role rather than losing your job.”
25. A hotel in a popular tourist town known for “ancient architecture” is designed in a way that recreates the old way of living. What could be the reason for this?
- They will be known for the unique experience that they offer to their customers.
  - They want the tourists to experience the benefits of the old way of living, even if it is just for a couple of days.
  - They have to do something different from other hotels to attract customers.
26. Neha took up a job in a big company as per her family's wishes. But she is feeling more and more unhappy and stuck. What would you suggest that she do in such a situation?
- Talk to her family about the consequence of their wishes.
  - Continue with her work until she finds a better opportunity elsewhere.
  - Review the way she works so that it becomes more meaningful.
27. During an interview for a sales team role, Rakesh talks about all the good work he has done in his previous company, and says he had done it all by himself. What is the impression he will create?
- That he may not be a team player.
  - That he is capable of managing various tasks by himself.
  - That he is unwilling to give credit to others.
28. Pizza Centre, a popular pizza-joint, promises to deliver hot pizza to the customer's doorsteps within 30 minutes. What is the highest value created by this service?
- Pizza Center's customers will get to enjoy fresh pizzas that are delivered on time.
  - Pizza Centre's business will increase compared to other pizza joints.
  - More and more people will enjoy better services as other pizza-joints will also add similar services for their customers.
29. Which of these statements would a contributor actor say, on receiving the 'Best Actor Award' for a role played by him?
- “My hard work for this challenging role has been rewarded!”
  - “This is an important milestone, but my journey as an actor continues!”
  - “This award shows that I have achieved my best as an actor!”