

GUJARAT TECHNOLOGICAL UNIVERSITY

**B. Pharm. – SEMESTER –II & VII (Regular subject) and SEMESTER IV (As a
equivalency subject) • EXAMINATION – SUMMER • 2015**

Subject Code: 1990001

Date: 26-05-2015

Subject Name: Contributor Personality Development Program

Time: 10:30 am - 01:30 pm

Total Marks: 80

Instructions:

- 1) There are 33 questions (divided in 4 sections A to D) in this question paper.
- 2) All questions are compulsory.

Section A

Instructions: This section has 2 scenarios. There are 4 questions in each scenario. Read carefully before answering the questions that follow. All questions are compulsory. For each question, choose ONLY ONE option which you consider the most appropriate and mark it on the answer sheet given to you

Marks: 20

Scenario 1:

E-retailer Flipkart has announced that it will use the services of Dabbawalas of Mumbai for delivering goods to customers.

The Dabbawalas have been in the profession of transporting lunch boxes with absolute accuracy for more than 120 years. Their unique delivery system has been smooth, and reliable under all conditions. Their business involves no paper or administrative team. This helps in keeping the costs down.

However the Dabbawalas are not technology savvy which can be a problem for Flipkart.

1. The biggest advantage of this partnership is that...
 - a] ...it will reduce Flipkart's cost of delivery significantly.
 - b] ...it is an unusual and beneficial partnership for all concerned.
 - c] ...it will give Dabbawalas additional income.
2. As the Dabbawalas are not used to doing this kind of work, how should Flipkart start working with them?
 - a] Flipkart leverages the existing delivery system used by the Dabbawalas to do the work.
 - b] Flipkart designs a simple system which does not require the Dabbawalas to use technology.
 - c] Flipkart designs a simple technology system and trains the Dabbawalas to use it effectively.
3. Suppose a partnership fails, your learning from it would be...
 - a] These things happen, don't think about it but go forward.
 - b] I need to think-through more carefully whom to partner with and how we work together.

4. When two people decide to enter a partnership to start business, the most important thing they need to think about is...
- a] Are they willing to take risks and overcome the fear of failure in order to succeed?
 - b] Do they bring unique capabilities to the table which are likely to succeed?

Scenario 2:

A report revealed that Facebook monitors the online movements/ activities of everyone who visits their website, whether they are logged-in to Facebook or not. The tracking happens even when users visit other websites which have Facebook plug-ins.

Facebook has admitted to be at fault, and blamed a bug for this. As a result of this bug, over 13 million sites are regularly reporting their users' web activity back to Facebook without the knowledge of the users of these sites.

5. Facebook should quickly fix the bug because...
- a] ...people feel unsafe while using internet.
 - b] ...otherwise it gives the whole social media industry a bad name.
 - c] ...being a leading player, it is their responsibility to set correct industry practices.
6. If you are running a social media company, how would you respond to such problems?
- a] Be sure that your practices follow the industry wide practices.
 - b] Encourage people to report more such bugs.
 - c] Apologize to all the users for collecting their data.
7. As users of social media, it is our responsibility to...
- a] ...connect with other users and protest against such practices.
 - b] ...be careful about what information we reveal on social media.
8. Companies should try to correct bugs...
- a] ...only if customers are likely to protest.
 - b] ...for every program that they write.

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

9. As a friend, my highest contribution is –
- a] to understand the concerns of my friend and provide him/her with the best solutions possible.
 - b] to guide my friend so that s/he is able to find solutions to any difficulties faced.

10. a] I should be open to challenging assignments so that my seniors recognize that I can be trusted with important assignments.
b] I should be open to challenging assignments so that I can learn from the new experience.
11. a] One must always follow the rules and regulations of an organization because that is what is expected from a sincere employee.
b] One must always follow the rules and regulations of an organization for smooth functioning.
12. a] Contributors help people in need.
b] Contributors create value in anything they do.
13. When Varun, a civil engineer was assigned to work on a very tough construction project, he was happy because –
a] He was looking forward to the challenge of successfully completing the project.
b] He was looking forward to the learning experience of working with the latest technology.
14. a] A team leader's role is to share the 'big picture' with the team and enable them to meet goals.
b] A team leader's role is to assign tasks to team members and monitor their work so that it gets done properly.
15. a] Teacher A: "I feel proud that my students are doing really well for themselves."
b] Teacher B: "I feel proud that as a teacher I influenced my students who have done so well."
16. a] "As one of the best sales persons in my company, I try hard to build and maintain customer relationships."
b] "As one of the best sales persons in my company, I try hard to sell well above the monthly target all the time."
17. When a professor is unable to answer a tough question asked by a student, he needs to do research and find the answer so that...
a] ...the student continues to trust him as a teacher.
b] ...the student is able to solve his doubts.
18. a] I must be willing to be a contributor.
b] I need self-confidence to be a contributor.

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

19. Customers feel that the company website gives biased information about industry products and comparison of benefits. Employees are discussing how to improve this website. How do you think this will help? (Rank in the order of most beneficial to least beneficial)
1. Customers will start trusting the data and recommendations given by their company.
 2. Company agents will have access to better industry knowledge to give more accurate solutions to people.
 3. Customers will be able to use their website to make decisions about which product to buy.
 4. More customers will start using the website.
- a] 3-1-2-4 b] 1-2-3-4 c] 1-3-2-4 d] 2-3-1-4
20. Swachh Bharat Abhiyaan is a cleanliness drive started by the government. As a citizen, rank the responses of these people from the most preferred to least.
1. Saurab: I think only if all of us are careful about not dirtying the streets, use dustbins, etc. will the drive be successful.
 2. Hari: I will give my full support to this drive – talk about it, spread awareness through internet, etc. so that everyone in the country is inspired by it.
 3. Binoy: I will use this opportunity to get the people of my neighborhood together, to take charge of keeping the streets, parks, etc. around clean.
 4. Ravi: I am sure that the government will live up to its promise and give us a Swachh Bharat soon.
- a] 2-1-3-4 b] 2-3-1-4 c] 3-2-1-4 d] 2-4-3-1
21. Vipul, a software developer is constantly learning new programming languages, attending conferences, etc. and stays up-to-date in his field of work. Why does Vipul think it is important to do so? (Rank in the order of most likely to least likely reason)
1. If the economy goes into recession, he will have the skills to move into any related domain, thus opening up more opportunities for him.
 2. With the knowledge he gains, he can come up with innovative solutions for his organization.
 3. He can build a reputation of being knowledgeable amongst his team.
 4. He can effectively use the knowledge to improve the efficiency of the software that he builds.
- a] 2-4-1-3 b] 2-1-4-3 c] 4-2-3-1 d] 4-2-1-3

22. Your cousin has been telling you about the ‘poor teaching’ by one of his teachers. What would you tell your cousin? (Rank in order of most appropriate to least appropriate advice)
1. “Why don’t you and your classmates think of different ways to learn?”
 2. “Your class is suffering because of the teacher. Why is the college not doing anything?”
 3. “Why don’t you get a few friends to form a group and start teaching each other? It may work!”
 4. “This is a problem in most colleges. So rather than complaining, try to manage as best as possible.”
- a] 3-1-4-2 b] 3-1-2-4 c] 1-3-2-4 d] 1-3-4-2
23. Mary, a school principal, is thinking of introducing a new “worksheet” system, and replacing the current “book” system in her school. When 4 teachers hear about it, this is what they think – (Rank in the order of most contributive to least contributive way of thinking)
1. Nandini: “I hope the management takes a decision soon, so that we can prepare ourselves before the next year begins.”
 2. Kishore: “I hope it helps me manage my classes better.”
 3. Divya: “I hope the new system is easier to use.”
 4. Azhar: “I hope they don’t make it compulsory. Getting used to the new system will take time and it might affect our work.”
- a] 3-2-1-4 b] 2-1-4-3 c] 2-1-3-4 d] 3-1-2-4

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

24. You are working as a lead designer, in a company that designs innovative garbage disposal systems. Which of these responses do you agree with most?
- a] No matter what we design, it should look and function perfectly.
 - b] We should keep improving our designs so that newer and better solutions to the garbage disposal problem can be found.
 - c] We should be creative so that we can come up with more innovative solutions.
25. Siddesh’s project team gets a new member and his manager asks him to mentor and train the new person. How can Siddesh think about his role?
- a] “It is important for him to understand what our organization does and what his role is going to be. I shall focus on that in my conversations with him.”
 - b] “I’ll start involving him in some of the work that I am doing. He will start learning many things that way.”
 - c] “It is important to make him feel comfortable and help him out when needed.”

26. The day before your project presentation, your file on the computer gets corrupted. Your attempts to recover the file do not work, so you decide to make it again. Which of the following is the best response in this situation?
- a] There is no time to think. I will get to work now and finish the presentation. I'll be able to make it faster since I've already done it before.
 - b] To redo and make a great project presentation, I need more time. I'll ask for more time since I have a genuine reason.
 - c] I will make the presentation again, but I will try to make it shorter and better this time.
27. As an insurance agent, you tell clients which insurance products they can buy. Though it is not strictly part of your job, you also give them free counselling on how to manage their investments better (beyond insurance products). What is the value of doing this?
- a] "The customer feels he/she can make an informed choice."
 - b] "My firm will be known for genuinely caring about our customers."
 - c] "The customers will be happy that they are getting more than what they expected."
28. You are working in a company that provides mobile services for calling/internet etc. The management has given a new set of plans that needs to be followed while billing customers from now on. Customers have not been informed about this. In your view, what is the worst consequence of such an action?
- a] The company will not be trusted by their customers.
 - b] Not informing customers may become an accepted practice.
 - c] Customers will have to spend more money.
29. Two cars have hit each other on the main road. Although nobody is hurt, both the drivers are fighting with each other and a crowd has gathered around them. Why would you not agree with what the drivers are doing?
- a] "They are wasting their own as well as other's time."
 - b] "They haven't thought about how others are getting affected."
 - c] "They are creating a huge traffic jam! They should take their fight elsewhere."
30. After retirement, Manoj decides to join a small startup. What could be the reason behind such a decision?
- a] He believes that the startup has potential and his expertise can help them grow.
 - b] He believes that there is still a lot to learn and accomplish in life.
 - c] He believes that it is wasteful to stay at home and relax, when he can be doing something useful.
31. Your project manager prefers not to send your team members for additional training. Instead, he prefers that you all complete the immediate tasks at hand. Why do you think this practice is not good?
- a] "We miss out on learning new capabilities."
 - b] "It could impact the company in the long run."
 - c] "Our ability for new thinking gets limited."

32. I have a vision for building a new company...
- a] ...which will create a standard that is at par with the world's best.
 - b] ...that will create unique products.
 - c] ...which will improve the way people use such kinds of products.
33. You are working in an NGO and you are in-charge of organizing an eye check-up camp in a remote village. This is the first time you are taking up a big project like this. You are likely to succeed if you are willing to ...
- a] ...handle challenges as they keep coming up.
 - b] ...follow exactly what was done last year.
 - c] ...plan in advance.
