

**GUJARAT TECHNOLOGICAL UNIVERSITY****B.PHARM – SEMESTER – 2- EXAMINATION – WINTER - 2018****Subject Code: 1990001****Date: 05/12/2018****Subject Name: Contributor Personality Development Program****Time: 10:30 AM TO 01:30 PM****Total Marks: 80***There are 33 questions (in 4 sections) in this question paper.**All questions are compulsory.***Section A**

*Instructions: This section has two cases. There are 4 questions in each case. 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****Case 1:**

IndieCrafts is India's leading retail store chain which sells clothes, furnishing, etc. handmade by craftspeople across rural India. It has around 200 stores across India and abroad.

When it noticed that its village-based artisans received only 5% of the tag price of their products, they introduced the 'artisan-shareholder system'. Through this system, the artisans can purchase company's shares at a minimal amount and receive a portion of the company's profits. The shares can also be used as collateral for loans.

As a result, artisans who earlier worked in return for daily wages, have now become entrepreneurs. One such entrepreneur is Yasin, who used to previously dye clothes in mills. Today he owns 7 looms and is one of the leading textile suppliers for IndieCrafts.

1. If you were a quality control manager in IndieCrafts, your role is to –
  - a] Ensure that only those products made by artisans, which meet the quality standards of the company, are accepted.
  - b] Find out and share ways to help artisans improve the quality of their products.
  - c] Study the products which are rejected by customers to strengthen the quality control process.
2. As CEO of IndieCrafts, why would you adopt 'artisan-shareholder system'?
  - a] The fortunes of the company and the artisans are inter-linked. The company cannot be successful if the artisans are not secure.
  - b] The artisans will feel that they are taken care of.
  - c] It will build a sense of ownership in the artisans and they will be motivated to do more for the company.
3. When would you say IndieCrafts is successful –
  - a] When other companies also consider this way of doing business as practical.
  - b] If, despite market pressures, it can keep caring about the interests of the artisans.

4. What is the consequence of people working only for daily wages, salary etc.
- They fail to explore the full potential of the role they are playing.
  - They leave the company the moment somebody else offers a little more salary.

**Case 2:**

Last year, many cities in north India faced severe problems due to air pollution. Schools were closed; businesses & day-to-day lives of the citizens were affected. The government was blamed for not taking adequate measures to control air pollution.

According to an international study, half of the air pollution, particularly in the winter months (October-November) is a result of crop burning in nearby agricultural & rural states. Farmers burn the crops 3 weeks before starting cultivation of wheat crops. This is a quick and cheap way for farmers to prepare their fields for wheat cultivation. However, a research study states that this practice has serious environmental consequences.

5. Below are the concerns shared by 3 citizens. Who do you agree with the most?
- Harpreet: With focused effort, this crisis can be resolved. We need to find capable officials and environment experts who will guide the public on this problem.
  - Vallabh: This air pollution crisis could have been prevented if the city officials had taken the necessary precautions on time.
  - Nancy: People in the city had not taken pollution problems seriously before. It is the time for us to get into action and make our environment clean & safe.
6. An effective way to handle such situations in future would be to –
- Study the challenges faced by the farmers and provide them the necessary support to switch over to other ways of preparing their fields.
  - Get experts to build awareness on the ill-effects of crop burning.
  - Ban farmers from burning crops, and fine them if necessary.
7. If you had to hire an expert for solving this problem, you would choose –
- One who is open to working with various groups of people to resolve the pollution problems.
  - One who has vast experience of working with farmers.
8. When journalists ask the city officials about the steps they have taken to control the crisis situation, they give vague answers. What bothers you about this?
- Citizens may doubt the competence of the officials on tackling the issue.
  - Citizens have one more evidence of officials not caring about people.

*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. a) While leading a charity drive for a disaster, your focus should be on doing justice to the role of being a leader.  
b) While leading a charity drive for a disaster, your focus should be to ensure that the donation reaches the affected people in time.
10. Purpose of group discussions is to assess –  
a) How well a person can convince others in a team.  
b) How well a person can work in a team.
11. a) Customers are only happy when they get good discounts.  
b) Customers are happy when they get good value for the money spent.
12. Republic Day is celebrated –  
a) To remind us about our freedom and responsibility towards it.  
b) To remind us about the sacrifices of our freedom fighters.
13. 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 the team members and monitor their work so that it gets done properly.
14. Contributors rely on themselves, instead of waiting for others to solve their problems because –  
a) They can't rely on others all the time.  
b) They have to find their own solutions.
15. I can become the best in any field –  
a) If I have the required talent.  
b) If I practice continuously with discipline.
16. I will study about the company that I am applying to for a job because –  
a) It will help me make informed decision.  
b) It is the basic minimum expected of any applicant.
17. I have to add all my experiences in my resume, so that my employer will know –  
a) What I am capable of accomplishing.  
b) My wide range of 'interest areas'.
18. If you find Chemistry tough to understand, you would –  
a) Focus more on other subjects that you enjoy and understand better.  
b) Focus on finding ways that will help you understand Chemistry better.

*Instructions: This section has 5 questions. All questions are compulsory. Each question has 4 statements. Rank the statements in the 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. Which of these football coaches is most likely to have sustained success? (*Rank in the order of most contributive to least contributive option.*)
1. The coach who is devoted to helping the players become better players, inspiring confidence and faith in themselves.
  2. The coach who is driven to win matches, whatever be the cost.
  3. The coach who encourages his players to develop their capability over time through winning matches.
  4. The coach who wants his players to win matches but also allows them to have fun at the same time.
- a] 4-3-1-2      b] 3-1-4-2      c] 4-1-3-2      d] 1-3-4-2
20. 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 the order of most contributive to least contributive option.*)
1. To practice taking up similar responsibilities in the future.
  2. To develop different aspects of their personality.
  3. Add skills so that they are noticed by future employers.
  4. To get exposure to some real-life activities.
- a] 2-1-4-3      b] 2-1-3-4      c] 2-3-1-4      d] 1-2-4-3
21. A group of students approached the Principal and complained about a ragging incident which took place inside the college campus. What action would you prefer the principal to take? (*Rank in the order of most contributive to least contributive option.*)
1. Take note of the complaint and act swiftly against the accused students, so that there is no damage to the reputation of the college.
  2. Involve all the students of the college and do the needful to prevent such incidents in future.
  3. Take note of the complaint and call the students involved to counsel them.
  4. Take note of the complaint, but demand strong evidence before taking any action.
- a] 4-2-3-1      b] 2-3-4-1      c] 3-4-2-1      d] 4-2-1-3
22. Four students are selecting the elective subject for a course. Whose choice would you support? (*Rank in the order of most contributive to least contributive option.*)
1. Rupita: She chooses a subject which has many practical applications.
  2. Kasturi: She chooses a subject in which she is confident of scoring well.
  3. Faizal: He chooses a subject which is unusual and thus exciting.
  4. Dileep: He chooses a subject which will allow him to establish connections with other subjects.
- a] 4-1-2-3      b] 3-2-1-4      c] 4-1-3-2      d] 2-4-3-1

23. A team is about to complete the design of an advertisement campaign for its client. In the final hour, a team member comes up with a brilliant idea, but it would need them to rework on the campaign. How should the team look at the new idea? (Rank in the order of most contributive to least contributive option.)
1. Let us keep some of the good points from the current campaign at least.
  2. Let us find out how the new idea is helping us improve.
  3. Let us find out what is involved in implementing the new idea and then decide.
  4. Let us not waste the hard work already put in by the team, but continue with the current campaign.
- a] 3-2-1-4      b] 3-4-2-1      c] 2-1-3-4      d] 2-3-1-4

### 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. Srikant, a new salesman, is asked to sell solar-powered lamps (which are not very cheap) in rural areas. Which strategy is the smartest for him?
- a] Talk to the villagers to find out important concerns that can be addressed by the lamps and propose to the company accordingly.
  - b] Find out those villagers who can afford such lamps, and sell it to them.
  - c] Suggest to his senior to assign such a challenging project to an experienced salesman.
25. As a student of media communications, you make video stories about how people are changing and therefore, how India is also changing. What could be the most likely reason for taking up such an assignment?
- a] "This assignment will help me learn new techniques, meet new people, and get exposure."
  - b] "This assignment will help me showcase my film-making and story-telling skills."
  - c] "The videos will motivate people to work towards improving India."
26. As a mentor, why is it important to communicate the exact scope of work to an intern working on a project?
- a] So that he knows how his performance will be evaluated at the end of the internship.
  - b] So that he is clear about the responsibility he shares with you on the project.
  - c] So that he can do his best as your expectations from him are clear.
27. The state's election is to be held during the summer holidays. Lawrence, a teacher, knows he will be called in for election duty. Even though it is not part of his regular work, how can he motivate himself to do this work?
- a] The election work will lead to a democratically elected government.
  - b] The election work has to be done every five years by all teachers. It cannot be avoided.
  - c] The election work is a good way to get to know new localities and people.

28. If you can't attend an important family function due to work, what are you most likely to tell your family?
- a) Unfortunately I am unable to delegate work to someone else, so I had to miss the function.
  - b) I was not able to fulfill my responsibilities on time, to attend the function.
  - c) In any work emergency, my team expects me to be around. So I had no choice.
29. Your school-going sister, who finds Physics difficult, is preparing for her upcoming exam and asks you for help. How would you go about it?
- a) Teach her all the necessary concepts that will help her pass the exam.
  - b) Explain the foundation topics that your teachers said were important when you were in school.
  - c) Help identify which of the basics she needs to improve on.
30. A successful doctor is one –
- a) Who is known for his accurate diagnosis.
  - b) Who has the most number of patients.
  - c) Who enables patients to stay healthy.
31. Shaheen, a journalist, is concerned about the agricultural situation in India. Which of the following should she highlight in her article?
- a) “Why it is important to recognize the inter-dependencies amongst all stakeholders.”
  - b) “What are the problems faced by the farmers and why these are not getting resolved.”
  - c) “How the farmers have to be protected from the system as they are being sidelined and not being given their due.”
32. Your deadline for an assignment submission is tomorrow and there is still a lot to be done. If you focus on doing a perfect assignment, you cannot submit it on time. Which of these is closest to your thinking?
- a) “I will ask for extra time and submit a perfect assignment.”
  - b) “Is there a way to ensure I submit the assignment on time, which I will be proud to call mine?”
  - c) “When time is a constraint, quality is less important. I will submit the assignment on time somehow.”
33. What is the worst consequence of releasing a defective product in the market?
- a) The company loses money when replacing the defective products.
  - b) The company loses prospective new customers.
  - c) The company has to build its brand again.

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