

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****School of General Education****Session: 2019-20 (Summer Semester)****B. Voc. Program, 3rd Semester,****2nd In-Sem. Examination****Course Code: GEN1301****Time: 1 Hour****Course Name: Spoken English****Max. Marks: 20**

Instruction: The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

Section – A**05X01 = 05 Marks**

Q1. In the short story *The Snake in the Grass*, what according to Dasa was in the pot?

- (i) Viper
- (ii) Python
- (iii) Cobra
- (iv) Rat snake

Q 2. Fill in the blanks with the correct option:

I have a box, _____? (haven't I/hasn't I).

Q 3. Fill in the blanks with the correct option:

They _____ by you. (are being teased/are been teased)

Q 4. _____ speaks the following lines in *The Snake in the Grass*.

You are fortunate. It is God Subramanya who has come to visit you. Don't kill the snake.

- (i) Mother
- (ii) Dasa
- (iii) Old beggar
- (iv) Elder son

Q 5. Fill in the blank with the opposite of the given word: *Balanced*

- (i) Reserved
- (ii) Imbalanced
- (iii) Sincere
- (iv) Cruel

Section – B**03X02 = 06 Marks**

Q 6. Write the opposites of the given words:

- (i) Patient
- (ii) Sincere
- (iii) Selfless
- (iv) Lively

Q 7. Explain with reference to the context:

I read in an American paper that 30,000 people die of snake bite every year.

Q 8. Fill in the blanks with the correct tag question:

- (i) She is collecting stickers, _____?
- (ii) The weather is really bad today, _____?
- (iii) You are Harry, _____?
- (iv) They are going to market, _____?

Section – C

03X03 = 09 Marks

Q 9. What happens at the end of the story, *A Snake in the Grass*? Explain in around 100 words.

Q10. Construct sentences using each of the following words (total 6 sentences).

- (a) pleasant
- (b) humorous
- (c) quiet
- (d) rigid
- (e) happy
- (f) relaxed

Q11. Change the following sentences from active to passive voice.

- (a) I watered the plants.
- (b) He has taken breakfast.
- (c) She was writing an essay.



School of General Education

Session: 2019-20 (Summer Semester)

B. Voc. Program, III Semester,

II In-Sem. Examination

Course Code: GEN1301

Time: 1 Hour

Course Name: Spoken English

Max. Marks: 20

Instruction: The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

Answer Key

Section – A

05X01 = 05 Marks

Q1. In the short story *The Snake in the Grass*, what according to Dasa was in the pot?

- (i) Viper
- (ii) Python
- (iii) Cobra**
- (iv) Rat snake

Q 2. Fill in the blanks with the correct option:

- (i) I have a box, haven't I/hasn't I?

Q 3. Fill in the blanks with the correct option:

- (i) They are being teased/are been teased by you.

Q 4. _____ speaks the following lines in *The Snake in the Grass*.

You are fortunate. It is God Subramanya who has come to visit you. Don't kill the snake.

- (i) Mother
- (ii) Dasa
- (iii) Old beggar**
- (iv) Elder son

Q 5. Fill in the blank with the opposite of the given word: *Balanced*

- (i) Reserved
- (ii) Imbalanced**
- (iii) Sincere
- (iv) Cruel



Section – B

03X02 = 06 Marks

Q 6. Write the opposites of the given words:

- (i) Patient- **Impatient**
- (ii) Sincere- **Insincere**
- (iii) Selfless- **Self-centered**
- (iv) Lively- **Dull/ Lifeless**

Q 7. Explain with reference to the context:

I read in an American paper that 30,000 people die of snake bite every year.

Ans. Lines taken from *The Snake in the Grass* by R K Narayan. When a snake enters the house of the protagonist, one of the sons quote the given line analyzing the probability of a snake bite.

Q 8. Fill in the blanks with the correct tag question:

- (i) She is collecting stickers, **isn't she?**
- (ii) The weather is really bad today, **isn't it?**
- (iii) You are Harry, **aren't you?**
- (iv) They are going to market, **aren't they?**

Section – C

03X03 = 09 Marks

Q 9. What happens at the end of the story, *A Snake in the Grass*? Explain in around 100 words.

Ans. The snake charmer comes and tries to spot the snake but he does not find the snake and asks the family to send for him on finding the snake. Meanwhile Dasa, the servant brings a pot covered with a plate and declares to the family that the snake was caught and put in the pot and takes it outside. After he leaves out, the family finds a snake in the garden.

Q10. Construct sentences using each of the following words:

- (a) pleasant- The weather is **pleasant** today.
- (b) Humorous- John is a **humorous** person.
- (c) quiet- This is a **quiet** place.
- (d) rigid- He is a very **rigid** person.
- (e) happy- I am a **happy** person.
- (f) relaxed- Ram is a bit **relaxed** today as he doesn't have much work to do.



Q11. Change the following sentences from active to passive voice.

(a) I watered the plants. **The plants were watered by me.**

(b) He has taken breakfast. **Breakfast has been taken by him.**

(c) She was writing an essay. **An essay was being written by her.**

.....





BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2019-20 (Summer Semester)

B. Voc. Program, 3rd Semester,
2nd In-Sem. Examination

Course Code: GEN 1303

Time: 1 Hour

Course Name: Entrepreneurship Development

Max. Marks: 20

Instructions: Attempt all questions.

Section-A

5*1= 05 Marks

Q1. The role of Department of Science and Technology is to.....

- a) Support Technological Entrepreneurship Development Programme
- b) Formulation of policies relating to Science and Technology (S&T)
- c) To promoting new areas of Science & Technology
- d) All of the above

Q2. Brainstorming is a method for.....

- a) Introducing new products
- b) Introducing new technology
- c) Generating Business Ideas
- d) None of the above

Q3. The full form of AIM is

- a) Atal Innovation Mission
- b) Atal Incubation Mission
- c) Atal Invention Ministry
- d) Atal Innovation Ministry

Q4. The Ministry of Skill Development & Entrepreneurship along with Niti Ayog redrafted the guidelines of?

- a) STEP
- b) AIM
- c) Start up India
- d) Make in India

Q5. The SEED programme is meant for.....?

- a) Educated Youth having business Idea
- b) Time-bound research projects
- c) Scientists, engineers and field-level activists
- d) None of the above

Section –B

3*2= 06 Marks

- Q6. What do you mean by “Start Up India” Programme?
- Q7. What are the objectives of AIM?
- Q8. Explain the concept of Entrepreneurship Decision Process?

Section –C

3*3 =09 Marks

- Q9. Describe briefly the Entrepreneurship Process.
- Q10. Explain the role of DST in country’s development.
- Q11. Explain the major initiatives under the AIM.

**SCHOOL OF GENERAL EDUCATION
III SEMESTER/ FIRST IN-SEMESTER EXAMINATION – 2019-20
SUMMER SEMESTER, B. VOC. PROGRAM**

Course Code: GEN 1303
Course Name: Entrepreneurship Development

Time: 1 Hour
Max. Marks: 20

ANSWER KEYS

Section-A

5*1= 05 Marks

1. The role of Department of Science and Technology is to.....
 - a) Support Technological Entrepreneurship Development Programme
 - b) Formulation of policies relating to Science and Technology (S&T)
 - c) To promoting new areas of Science & Technology
 - d) All of the above**
2. Brainstorming is a method for.....
 - a) Introducing new products
 - b) Introducing new technology
 - c) Generating Business Ideas**
 - d) None of the above
3. The concept of Environmental Scanning is related to.....
 - a) Entrepreneurship Decision Process
 - b) Monitoring of Business environment to identify future threats and opportunities**
 - c) Scanning Environment for entrepreneurship development
 - d) None of the above
4. The acronym RFC stands for.....?
 - a) Rajasthan Food Corporation Limited
 - b) Rashtriya Financial Corporation
 - c) Rajasthan State Financial Corporation
 - d) None of the above**
5. The SEED programme is meant for.....?
 - a) Educated Youth having business Idea
 - b) Time-bound research projects
 - c) Scientists, engineers and field-level activists**
 - d) None of the above

Section –B

3*2= 06 Marks

6. What do you mean by "Start Up India" Programme?
Answer- "Start Up India" Programme is a Government of India sponsored programme to promote entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle.
Since its launch in January 2016, the initiative has successfully given a head start to numerous aspiring entrepreneurs. With a 360-degree approach to enable startups, the initiative provides a comprehensive four-week free online learning program, has set up research parks, incubators and startup centres across the country by creating a strong network of academia and industry bodies.
More importantly, a 'Fund of Funds' has been created to help startups gain access to funding.
7. What are the objectives of Atal Innovation Mission?
Answer- AIM's objectives are-
 - To develop new programmes and policies for fostering innovation in different sectors of the economy
 - To provide platform and collaboration opportunities for different stakeholders
 - To create awareness
 - To create an umbrella structure to oversee innovation ecosystem of the country.
8. Explain the concept of Entrepreneurship Decision Process?
Answer- Entrepreneurial Decision Process is about deciding to become an entrepreneur by leaving present activity i.e. a movement from the present lifestyle to forming a new enterprise. The decision to start a new company occurs when an individual perceives that forming a new enterprise is both desirable and possible.

The decision to become an entrepreneur to start a new business consist of several sequential steps-

1. The decision to leave a present career or lifestyle (Pushing and pulling influences active in the decision to leave a present career or lifestyle)
2. The decision about desirability of new venture formation i.e. the aspects of a situation that make it desirable to start a new venture and this relates to culture, subculture, family, teachers and peers.
3. The decision about possibility of new venture formation i.e. factors making it possible to create a new venture like government, background, marketing, financial, role models.

Section –C

3*3 =09 Marks

9. Describe briefly the Entrepreneurship Process.

Answer- Entrepreneurial process can be defined as the process through which a new venture is created by an entrepreneur. This process involves finding, evaluating, and developing an opportunity by overcoming the strong forces that resist the creation of something new.

Steps in entrepreneurial process

The process has four distinct phases:

- (1) Identification and evaluation of the opportunity,
- (2) Development of the business plan,
- (3) Determination of the required resources, and
- (4) Management of the resulting enterprise.

Phase-1: Different Aspects of phase-1 relates to -

- Creativity and Business Idea generation
- Recognition of entrepreneurial opportunity
- Assessment of entrepreneurial opportunity (in terms of real and perceived value, risk and return)
- Evaluating entrepreneurial opportunity (in terms of personal & entrepreneurial skills and competencies, prevailing and future circumstances and competitive environment)

Phase-2: Develop Business Plan: A business plan is the written description of the future direction of the business. It helps entrepreneur in Putting Ideas together and Preparing B-Plan Draft.

A good business plan must be developed in order to exploit the defined opportunity. This is a very time-consuming phase of the entrepreneurial process.

An entrepreneur usually has not prepared a business plan before and does not have the resources available to do a good job.

A good business plan is essential to developing the opportunity and determining the resources required, obtaining those resources, and successfully managing the resulting venture.

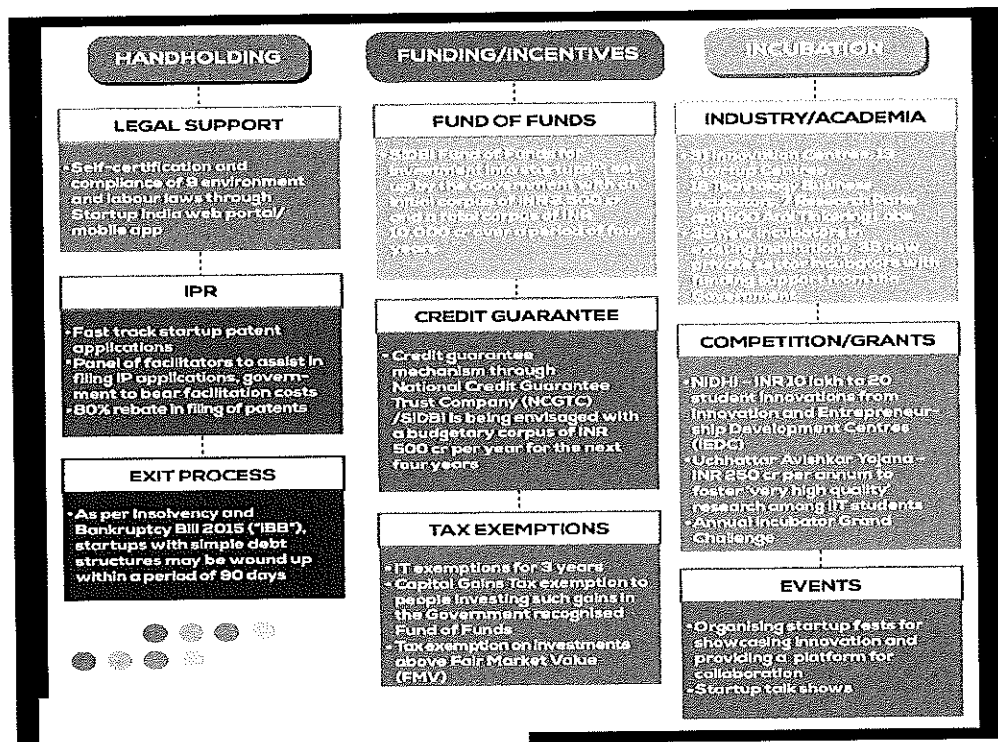
Phase 3: Determine the Resources Required.

- Determine existing resources
- Identify Resource Gaps and available Suppliers
- Develop access to and procure needed resources

10. Discuss the different Govt. Initiatives under "Startup India" Programme.

Answer- "Start Up India" is a revolutionary scheme that has been started to help the people who wish to start their own business. These people have ideas and capability, so the government will give them support to make sure they can implement their ideas and grow. Success of this scheme will eventually make India, a better economy and a strong nation.

At the core of the initiative is the effort to build an ecosystem in which startups can innovate and excel without any barriers, through such mechanisms as online recognition of startups, Startup India Learning Programme, Facilitated Patent filing, Easy Compliance Norms, Relaxed Procurement Norms, incubator support, innovation focused programmes for students, funding support, tax benefits and addressing of regulatory issues.



11. Explain the major initiatives under the Atal Innovation Mission (AIM).

Answer- Atal Innovation Mission (AIM) is Government of India's flagship initiative to promote a culture of innovation and entrepreneurship in the country.

The Atal Innovation Mission has following two core functions:

- Entrepreneurship promotion through Self-Employment and Talent Utilization, wherein innovators would be supported and mentored to become successful entrepreneurs.
- Innovation promotion: to provide a platform where innovative ideas are generated.

The major initiatives under the Atal Innovation Mission (AIM) are as under-

- Atal Tinkering Labs-Creating problem solving mindset across schools in India.
- Atal Incubation Centres-Fostering world class startups and adding a new dimension to the incubator model.
- Mentor India Campaign- A National Mentor network in collaboration with public sector, corporates and institutions, to support all the initiatives of the mission.
- Atal Community Innovation Centre- To stimulate community centric innovation and ideas in the unserved /underserved regions of the country including Tier 2 and Tier 3 cities.
- ARISE-To stimulate innovation and research in the MSME industry.





Registration No.:

BHARTIYA SKILL DEVELOPMENT UNIVERSITY
School of General Education

Session: 2019-20 (Summer Semester)

**B. Voc. Program, 3rd Semester,
2nd In-Sem. Examination**

Course Code: GEN1304

Time: 1 Hour

Course Name: Personality Development

Max. Marks: 20

Instruction: The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

Section A

(1*5=5)

Q1. The four "A's" of stress management are adapt, alter, avoid and _____.

Q2. Which of the following activity is a Time Waster?

- a) Procrastination
- b) Micromanagement of every task
- c) Numerous personal calls, texts and emails
- d) All of the above

Q3. Physical sign of stress could be:

- a) Yoga
- b) Meditation
- c) High blood pressure
- d) Laughter therapy

Q4. Important and urgent tasks should be:

- a) Delegated to others
- b) Done right away
- c) Set aside to do them later
- d) Ignored

Q5. Stress is a form of pain that comes to tell us that:

- a) There is something that needs to be changed
- b) Sunday is a holiday
- c) Today the weather is not good
- d) None of the above

Section B

(2*3=6)

- Q6. What do you understand by the term 'Time Wasters'.
- Q7. Name at least 6 behavioural signs of stress in human beings.
- Q8. Draw a pictorial representation of ways to manage time efficiently.

Section C

(3*3=9)

- Q9. Define stress management and explain the various causes of stress.
- Q10. Define time management and why it is essential to manage time well?
- Q11. Explain in detail the various techniques to manage stress.

School of General Education
Session: 2019-20 (Summer Semester)
B. Voc. Program, 3rd Semester,
2nd In-Sem. Examination

Course Code: GEN1304

Time: 1 Hour

Course Name: Personality Development

Max. Marks: 20

Instruction: Answers

Section A

(1*5=5)

Ans1. The four “A’s” of stress management are adapt, alter, avoid and **ACCEPT**.

Ans2. Which of the following activity is a Time Waster?

(d) All the above

Ans3. Physical sign of stress could be:

(c) High Blood Pressure

Ans4. Important and urgent tasks should be:

(b) Done right away

Ans5. Stress is a form of pain that comes to tell us that:

(a) There is something that needs to be changed

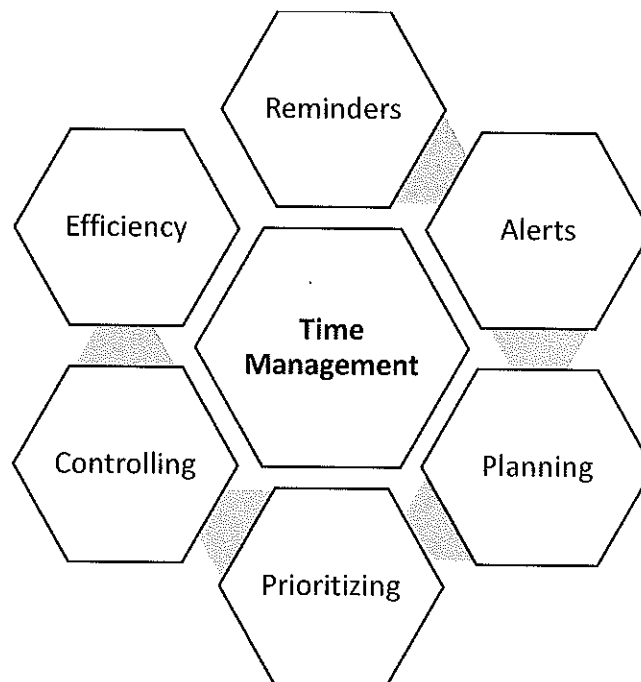
Section B

(2*3=6)

Ans6. Time Wasters are those activities which can cause us to spend a lot of time doing something that is unnecessary or does not produce any benefit. For eg., Net surfing, spending time on social media etc.

Ans7. Some behavioural signs of stress in human beings could be: Overeating, grinding teeth, pulling hair, insomnia, shaking legs, screaming at others, speech difficulties like stuttering etc.

Ans8. Pictorial representation of ways to manage time efficiently:



Section C

(3*3=9)

Ans9. Stress is a physical, mental or emotional factor that causes tension in the mind and body. It is a form of pain that comes to tell us that there is something that needs to be changed.

There are many different sources of stress and some of the causes of stress could be: Being fired from a job, competition among workers or classmates, family problems, demands created by a new job, noisy environment, relationship problems, poverty, difficulties at workplace or place of study etc. The students will elaborate the above causes with examples.

Ans10. Time Management is a process of planning and controlling how much time to spend on specific activities.

Time management is essential because of the following reasons:

1. Limited resource.
2. More work output in a given time.
3. Improved decision-making ability.
4. Reduced stress.

5. Get time to relax.
6. Inculcates discipline.

The students will write a sentence or two about each of these.

Ans11. Various techniques which we can utilize to manage our stress levels better are as follows:

1. Practice the 4A's: Accept, Avoid, Alter and Adapt.
2. Laughter Therapy.
3. Eating healthy.
4. Take a break from stressors.
5. Get proper rest.
6. Yoga and Meditation.

The students will write in their own words about each of these.





School of Carpenter Skills
Session: 2019-20 (Summer Semester)
B. Voc. Program, 3rd Semester,
2nd In-Sem. Examination

Course Code: GEN1305

Time: 1 Hour

Course Name: Elementary Drawing Skills

Max. Marks: 20

Instruction:

1. Answer question from section A, carries twenty marks.

Section – A

~~02X10~~ = 20 Marks

Q.1 Draw all possible views required and show details of a single door cabinet with following aspects-

- a) Length – 500
- b) Depth – 440
- c) Height – 820
- d) Board material thickness – 17 mm & 8 mm (back wall)
- e) Follow 32 hole drilling system for shelves
- f) 2 shelves
- g) Shelves depth is 10 mm short (less) from front edge of side wall
- h) Back wall placement from back edge should be 12 mm
- i) 8 mm groove in sides for back wall fixing
- j) Diameter of drills is 5 mm & depth 12 mm.





Registration No.:

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2019-20 (Summer Semester)

B. Voc. Program, 3rd Semester,

2nd In-Sem. Examination

Course Code: GEN1306

Course Name: Business & Management Skills

Time: 1 Hour

Max. Marks: 20

Section – A

05X01 = 05 Marks

Q1 Thinking skills are.....

- a) The mental activities to process information
- b) The mental activities to make connections
- c) The mental activities to create new ideas
- d) All of the above

Q2 The SMART Goals refers to-

- a) Specific & Measurable
- b) Attainable & Realistic
- c) Time bound
- d) All of the above

Q3. The full form of the term MBO is-

- a) Management by Objectives
- b) Managing by Objectives
- c) Management & Business Objectives
- d) None of the above

Q.4 The acronym SWOT stands for.....

- a) Strength, Weakness, Opportunity, Threat
- b) Strengths, Weaknesses, Opportunities, Threats
- c) Strengthen, Weakness, Opportunity, Threatening
- d) None of the above

Q.5. The simplest thinking skills are.....

- a) Learning facts and recall
- b) Analysis, Synthesis & Evaluation.
- c) Problem Solving
- d) All of the above

Section – B

03X02 = 06 Marks

- Q.1 Briefly describe the concept of Analytical Thinking vs. Creative Thinking.
- Q.2 What do you mean by Directing Skills for getting the results?
- Q.3 Discuss briefly about Planning & Goal Setting.

Section – C

03X03 = 09 Marks

- Q.1 Write a short note on Johari Window Model of Self-awareness.
- Q.2 What is SWOT analysis?
- Q.3 What do you mean by Management by Objectives? Discuss briefly.



BHARTIYA SKILL DEVELOPMENT UNIVERSITY

SCHOOL OF ENTREPRENEURSHIP SKILLS III SEMESTER/ SECOND IN-SEMESTER EXAMINATION – 2019-20 SUMMER SEMESTER, B. VOC. PROGRAM

Course Code: GEN1306
Course Name: Business & Management Skills
Max. Marks: 20

Time: 1 Hour

ANSWER KEYS- Set: A

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q1 Thinking skills are.....

- a) The mental activities to process information
- b) The mental activities to make connections
- c) The mental activities to create new ideas
- d) **All of the above**

Q2 The SMART Goals refers to-

- a) Specific & Measurable
- b) Attainable & Realistic
- c) Time bound
- d) **All of the above**

Q3. The full form of the term MBO is-

- a) **Management by Objectives**
- b) Managing by Objectives
- c) Management & Business Objectives
- d) None of the above

Q.4 The acronym SWOT stands for.....

- a) Strength, Weakness, Opportunity, Threat
- b) **Strengths, Weaknesses, Opportunities, Threats**
- c) Strengthen, Weakness, Opportunity, Threatening
- d) None of the above

Q.5. The simplest thinking skills are.....

- a) Learning facts and recall
- b) Analysis, Synthesis & Evaluation.
- c) Problem Solving
- d) **All of the above**

Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 Briefly describe the concept of Analytical Thinking vs. Creative Thinking.

Answer- **Analytical thinking** is about breaking information down into its parts and examining those parts their relationship. It involves thinking in a logical, step-by-step manner in order to analyze data, solve problems, make decisions, and/or use information.

Creative thinking, on the other hand, refers to conceiving new and innovative ideas by breaking from established thoughts, theories, rules, and procedures. It is not about breaking things down or taking them apart, but rather putting things together in new and imaginative ways.

Example: An analytical thinker may look at a bicycle to determine how it works or what is wrong with it. A creative thinker may look at the same bicycle and think of a new way to make it faster or a new way to use it.



Q.2 What do you mean by Directing Skills for getting the results?

Answer- **DIRECTING** is said to be a process in which the managers instruct, guide and oversee the performance of the workers to achieve predetermined goals. Directing is said to be the heart of management process. Planning, organizing, staffing have got no importance if direction function does not take place.

Strong leadership and a sense of direction are essential attributes of a successful Entrepreneur. And as a good leader, an entrepreneur offer direction to people, get them to share his or her vision for the business, and aim to create the conditions for them to achieve results.

Key Action-Skills required for proper exercise of Directing function of Management involve:

- Involving them in decision-making
- Providing personal encouragement
- Recognizing and rewarding good performance
- Helping to build their confidence to use their own initiative
- Inspiring them with a vision for success
- Ensuring good two-way communication

Q.3 Discuss briefly about Planning & Goal Setting.

Answer- **Planning** is the first of essential managerial functions. "Planning is deciding in advance what is to be done; that is a plan is a projected course of action." Planning means looking ahead and chalking out future courses of action to be followed. It is a preparatory step. It is a systematic activity which determines when, how and who is going to perform a specific job. Planning is a detailed programme regarding future courses of action.

It may also be treated as a process of thinking before doing it or deciding on a future course of action by answering "Wh" questions like What, Why, When, Where, How, By whom etc.

Goal setting- Goals are the most important part of the plan, describing what you want to achieve. They also provide focus because once you have a clear target in mind, you can rededicate yourself and confidently neglect ideas that aren't contributing to your success.

Goal setting is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. Setting goals keeps you moving, increases your happiness, and significantly benefits your organization. When you set goals, you create a vision of what your life or your business could look like. Then you start pushing yourself and your team to get the best results possible.

Goal setting involves the development of an action plan designed to motivate and guide a person or group toward a goal. Goal setting can be guided by goal-setting criteria (or rules) such as SMART criteria. SMART Goals are -Specific-Measurable-Attainable-Relevant-Time Bound

Goal Setting Process

- Think about the results you want to see
- Create SMART goals
- Write your goals down
- Create an action plan
- Create a timeline
- Take action
- Re-evaluate and assess your progress



Section - C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 Write a short note on Johari Window Model of Self-awareness.

Answer- Johari Window is a technique for improving self-awareness within an individual. It helps in understanding your relationship with yourself and others. Johari Window is a method used for self-discovery. Johari window model is based upon two things - to acquire the trust of others by revealing your information to them and by learning about yourself through feedback by others.

The Johari Window model is a simple and useful tool for illustrating and improving self-awareness, and mutual understanding between individuals within a group. The four Johari Window perspectives are called 'regions' or 'areas' or 'quadrants'. Each of these regions contains and represents the information - feelings, motivation, etc - known about the person, in terms of whether the information is known or unknown by the person, and whether the information is known or unknown by others in the group.

The four regions, (areas, quadrants, or perspectives) are as follows, showing the quadrant numbers and commonly used names:

Known to Others	OPEN SELF Information about you that both you & others know.	BLIND SELF Information about you that you don't know but others do know.
Unknown to Others	HIDDEN SELF Information about you that you know but others don't know.	UNKNOWN SELF Information about you that neither you nor others know.

Four Regions

- what is known by the person about him/herself and is also known by others - open area, open self, free area, free self, or 'the arena'
- what is unknown by the person about him/herself but which others know - blind area, blind self, or 'blindspot'
- what the person knows about him/herself that others do not know - hidden area, hidden self, avoided area, avoided self or 'facade'
- what is unknown by the person about him/herself and is also unknown by others - unknown area or unknown self

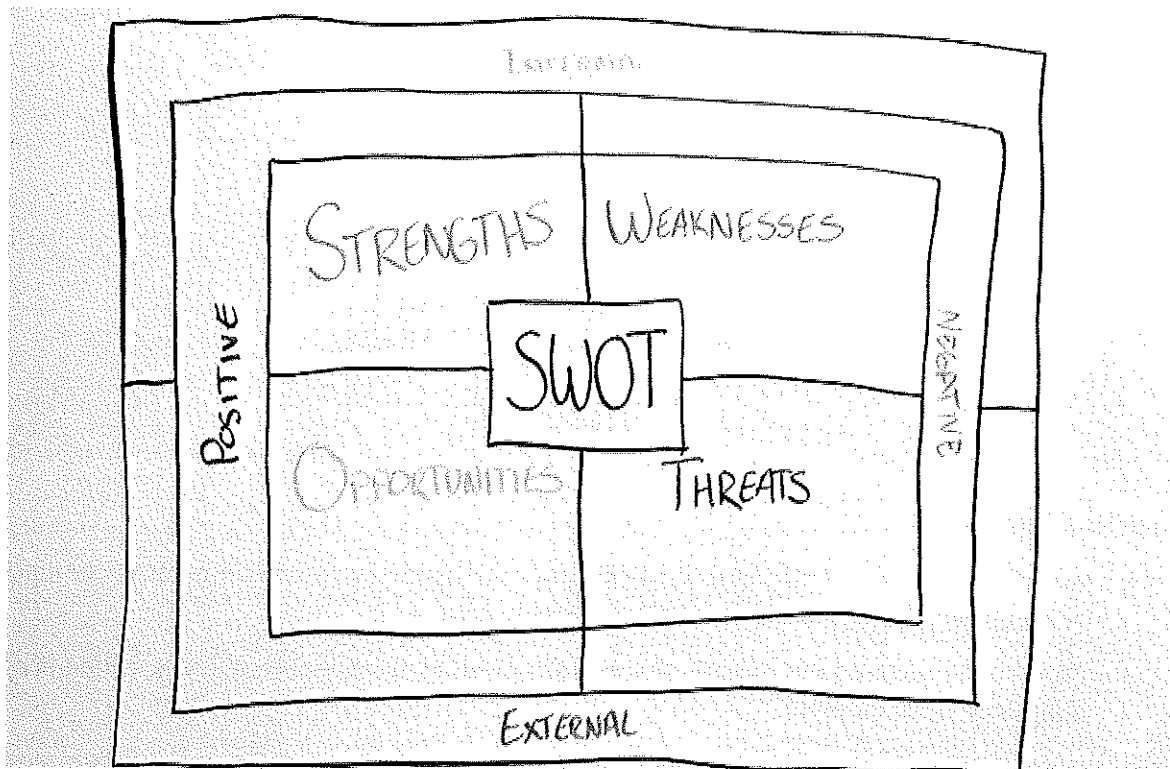
Q.2 What is SWOT analysis?

Answer- SWOT is an acronym that stands for: Strength, Weakness, Opportunity, Threat. A SWOT analysis guides to identify the organization's strengths and weaknesses (S-W), as well as broader opportunities and threats (O-T). Developing a fuller awareness of the situation helps with both strategic planning and decision-making. Generally, strengths (such as the ability to change quickly) and weaknesses (such as slow customer service response time) are internal to the organization, while opportunities and threats tend to be external (competition, regulations, market share, etc.)

- SWOT analysis is a technique that enables a group or individual to move from everyday problems and traditional strategies to a fresh perspective.
- SWOT analysis looks at your strengths and weaknesses, and the opportunities and threats your business faces.
- SWOT analysis is a framework used to evaluate a company's competitive position by identifying its strengths, weaknesses, opportunities and threats. Specifically, SWOT analysis is a foundational assessment model that measures what an organization can and cannot do, and its potential opportunities and threats.

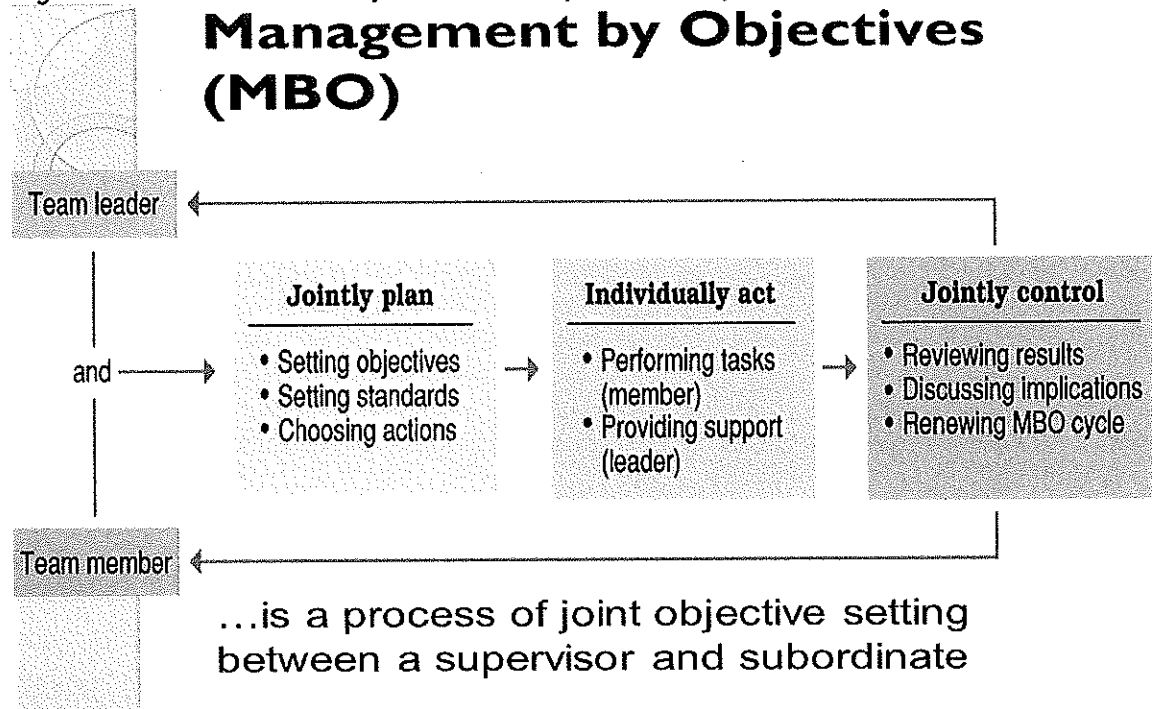
The following are the main aims of SWOT analysis;

- To help decision makers share and compare ideas.
- To bring a clearer common purpose and understanding of factors for success.
- To organize important factors linked to success and failure in the business world.
- To provide linearity to the decision making process allowing complex ideas to be presented systematically.



Q.3 What do you mean by Management by Objectives? Discuss briefly.

Answer- MBO (Management by Objectives) is a strategic planning tool. This tool helps in setting objectives in the organization to give a sense of direction to the employees. It refers to the process of setting goals for the employees so that they know what they are supposed to do at the workplace. Management by Objectives defines roles and responsibilities for the employees and help them chalk out their future course of action in the organization. Using this approach of Planning, managers and employees work together to set and track objectives for a specific time period.



Definition:

MBO is a management practice which aims to increase organizational performance by aligning goals and subordinate objectives throughout the organization.

Description:

MBO requires all levels of management to agree on clearly defined quantitative and/or qualitative objectives. These targets then need to be periodically reviewed by higher levels of management.

In other words, MBO involves focusing more on results rather than the activities involved. The top management is essentially negotiating a contract of goals with their subordinates without dictating a detailed roadmap for implementation.

