



BHARTIYA SKILL DEVELOPMENT UNIVERSITY
School of General Education

Session: 2019-20 (Summer Semester)

B. Voc. Program, 3rd Semester,
End-Sem. Examination

Course Code: GEN 1301

Time: 2 Hours

Course Name: Spoken English

Max. Marks: 50

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

Section – A

10X01 = 10 Marks

Q1. English language has sounds.

- | | |
|--------|--------|
| (a) 40 | (c) 26 |
| (b) 44 | (d) 50 |

Q2. Fill in the blank with the correct option.

When he was young, he swim very well.

- | | |
|------------|-----------|
| (a) had to | (c) could |
| (b) can | (d) might |

Q3. Complete the sentence with the right word as given in the poem:

*My shows ye have your closes,
 And all must die*

- | | |
|--------------|-----------|
| (a) Chief | (c) Music |
| (b) Virtuous | (d) Live |

Q4. Fill in the blank with the words from the poem 'Leisure'.

*A poor life this is if, -----,
 we have no time to stand and stare*

- | | |
|---------------------|------------------|
| (a) flight of sight | (c) free of care |
| (b) full of sleep | (d) full of care |

Q5. Choose the correct answer for the indirect speech of the given sentence:

She says "I am happy".

- (a) She said that I am happy.
 (b) She says that she is happy.
 (c) She said that she was happy.
 (d) She says that she was happy.

Q6. Change the following sentence from active to passive voice.

John supported me.

Q7. The term *Siesta* in the short story *A Snake in the Grass* means:

- | | |
|--------------------|-------------------|
| (a) a short nap | (c) a working day |
| (b) a long holiday | (d) a hot day |

Q8. Which of these terms refers to study of speech sounds?

- | | |
|----------------|---------------|
| (a) Phonology | (c) Phonetics |
| (b) Substances | (d) Semantics |

Q9. Fill in the blank with the opposite of the given word: *Sincere*

- | | |
|---------------|---------------|
| (a) Polite | (c) Strict |
| (b) Unsincere | (d) Insincere |

Q10. Fill in the blank with the correct option:

She is happy, she? (is/ isn't)

Section – B

04X04 = 16 Marks

Q11. Explain the lines with reference to the context:

*What is this life if, full of care,
We have no time to stand and stare?*

Q12. Make sentences with the following words:

- | | |
|-----------|----------|
| (a) Brave | (c) Kind |
| (b) Happy | (d) Lazy |

Q13. Write a short summary of the poem 'Virtue'.

Q14. Convert the following sentences into reported speech:

- (a) The mother said, "My son is happy."
- (b) He says, "Ram is a sincere student."
- (c) The teacher said, "The Earth revolves around the Sun."
- (d) Mohan said, "My sister was singing a song."

Section – C

04X06 = 24 Marks

Q15. Draft a conversation in about 10-15 sentences between yourself and the Principal of your school in a situation where you are making an apology to him for misbehavior in the class.

Q16. Write a paragraph on the given topic:

My School Days

Q17. Write the summary of the short story *A Snake in the Grass*.

Q18. Read the following text and answer the questions given below:

There was a coffee shop in front of my house where one man in his sixties always came and spent his whole day. Out of curiosity one day I went to the shop, ordered some coffee and sat next to him. Before I could speak, he asked me about my home and family. After that he became quite emotional. Suddenly his eyes filled with tears as he told me that I reminded him of his granddaughter Juhi, who was in the US. I got to know his son was in the US for the last five years. He had been staying alone after his wife passed away a year ago. A retired officer with enough wealth, yet there was no one to take care of him. Speaking over the phone with his granddaughter was not enough. All he needed was love and care from his children. From that day onwards we became friends. He calls me granddaughter and loves me very much. From my meeting with him I learnt that nothing is greater than family, and that money cannot buy happiness. The key to a happy family is love and care. (191 words)

- (a) Why did the narrator actually go to the coffee shop (1)
- (b) How did the man become alone in his house (1)
- (c) What is the most important thing in man's life (1)
- (d) Make a precis of the passage given above. (3)



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

7/1/20

10:00 - 12:00

Course Code: GEN1303

Time: 2 Hours

Course Name: Entrepreneurship Development (Introductory Module)

Max. Marks: 50

Instruction: Attempt all questions. Write answers legibly in English only.

Section – A

10X01 = 10 Marks

- Q1.** What protects the intellectual property created by artists?
(a) Patents (c) Trademarks
(b) Registered designs (d) None of the above
- Q2.** Entrepreneurship Decision Process entails.....
(a) A decision about Starting a new venture
(b) A decision about entrepreneurship development
(c) A decision about starting a journey as an entrepreneur
(d) None of the above
- Q3.** Individuals influencing an entrepreneur's career choice and style are known as which of the following?
(a) Moral-support network (c) Professional support network
(b) Role model (d) Support system
- Q4.** Which one of the following cannot be exploited by assigning or by licensing the rights to others.....?
(a) Patents (c) Trademark
(b) Designs (d) All of the above
- Q5.** What does a trademark protect?
(a) An invention (c) The look, shape and feel of a product
(b) A work of art (d) None of the Above
- Q6.** Which one of the following can be patented?
(a) Machine (c) Composition of matter
(b) Process (d) All of the above
- Q7.** In most countries, how long does copyright last for?
(a) 10 years after the creation of the work
(b) 50 years after the creation of the work
(c) 10 years after the death of the person who created that work
(d) 50 years after the death of the person who created that work
- Q8.** An Enterprise is a business entity established by an entrepreneur for
(a) Producing goods and (or) services



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- (b) Providing employment opportunities
- (c) Both a & b
- (d) None of the above
- Q9.** Entrepreneurship is purposeful innovation aimed at creating customers-
- (a) By creating utility
- (b) By adaptation to the customers social and economic reality
- (c) By delivering what represents true value to the customer
- (d) All of the above
- Q10.** Entrepreneurs initiate and sustain the process of economic development by the way of
- (a) Harnessing Locally Available Resources and Entrepreneurship
- (b) Capital Formation
- (c) Improvement in per capita income
- (d) All of the above

Section – B

04X04 = 16 Marks

- Q 11.** Discuss briefly the factors impacting emergence of entrepreneurship.
- Q 12.** What do you mean by opportunity recognition?
- Q 13.** Describe the concept of licensing in your own words.
- Q 14.** Why should the startup entrepreneurs be aware of the legal issues?

Section – C

04X06 = 24 Marks

- Q 15.** Discuss in detail the relevance of Legal forms of business organizations for entrepreneurs.
- Q 16.** Describe the approach to generating business ideas & opportunity recognition.
- Q 17.** Explain your role as an entrepreneur in the Socio-economic development of the country.
- Q 18.** Discuss briefly the Institutional support system and Govt. Programs available for the Startup entrepreneurs in the state of Rajasthan.



School of Entrepreneurship Skills
Session: 2019-20 (Summer)
B. Voc. Program, 3rd-Semester,
End-Sem. Examination

Course Name (Code): Entrepreneurship Development (Introductory Module)-GEN1303
Set A

ANSWER KEYS

Section – A

10X01 = 10 Marks

Note: 10 objective type questions, each question carries 01 mark.

- Q1. What protects the intellectual property created by artists?
(a) Patents
(b) Registered designs
(c) Trademarks
(d) **None of the above**
- Q2. Entrepreneurship Decision Process entails.....
(a) A decision about Starting a new venture
(b) A decision about entrepreneurship development
(c) **A decision about starting a journey as an entrepreneur**
(d) None of the above
- Q3. Individuals influencing an entrepreneur's career choice and style are known as which of the following?
(a) Moral-support network
(b) **Role model**
(c) Professional support network
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(a) 10 years after the creation of the work
(b) 50 years after the creation of the work
(c) 10 years after the death of the person who created that work
(d) **50 years after the death of the person who created that work**
- Q8. An Enterprise is a business entity established by an entrepreneur for....
(a) Producing goods and (or) services
(b) Providing employment opportunities
(c) **Both a & b**
(d) None of the above
- Q9. Entrepreneurship is purposeful innovation aimed at creating customers-
(a) By creating utility
(b) By adaptation to the customers social and economic reality
(c) By delivering what represents true value to the customer
(d) **All of the above**



- Q10. Entrepreneurs initiate and sustain the process of economic development by the way of
- (a) Harnessing Locally Available Resources and Entrepreneurship
 - (b) Capital Formation
 - (c) Improvement in per capita income
 - (d) All of the above

Section – B

04X04 = 16 Marks

Note: 04 short answer type questions, each question carries 04 marks.

Question-1 Discuss briefly about the factors impacting emergence of entrepreneurship.

Answer- Various Factors impacting emergence of entrepreneurship are as under-

I. Economic Factors: Economic environment exercises the most direct and immediate influence on entrepreneurship. The economic factors that affect the growth of entrepreneurship are the following:

1. Capital: Capital is one of the most important prerequisites to establish an enterprise. Availability of capital facilitates for the entrepreneur to bring together the land of one, machine of another and raw material of yet another to combine them to produce goods. Capital is therefore, regarded as lubricant to the process of production and as capital supply increases, entrepreneurship also increases.
2. Labor: The quality rather quantity of labor is another factor which influences the emergence of entrepreneurship. Most less developed countries are labor rich nations owing to a dense and even increasing population. But entrepreneurship is encouraged if there is a mobile and flexible labor force. And, the potential advantages of low-cost labor are regulated by the deleterious effects of labor immobility. The considerations of economic and emotional security inhibit labor mobility. Entrepreneurs, therefore, often find difficulty to secure sufficient labor.
3. Infrastructure: Expansion of entrepreneurship presupposes properly developed communication and transportation facilities. It not only helps to enlarge the market, but expand the horizons of business too.

II. Social Factors: Social factors can go a long way in encouraging entrepreneurship. The main components of social environment are related to Caste Factors & cultural values. There are certain cultural practices and values in every society which influence the actions of individuals. Motives impel men to action. Entrepreneurial growth requires proper motives like profit-making, acquisition of prestige and attainment of social status. Ambitious and talented men would take risks and innovate if these motives are strong.

III. Psychological Factors: These are as follows:

1. Need Achievement: According to McClelland 'need achievement' is social motive to excel that tends to characterize successful entrepreneurs, especially when reinforced by cultural factors. He found that certain kinds of people, especially those who became entrepreneurs, had this characteristic.
2. Motives: Other psychological theories of entrepreneurship stress the motives or goals of the entrepreneur. Cole is of the opinion that besides wealth, entrepreneurs seek power, prestige, security and service to society.

Question-2 What do you mean by opportunity recognition?

Answer- Opportunity recognition is linked with the opportunities existing/potential in the market under consideration. The Concept of Opportunity for an entrepreneur refers to a potential business idea that entails a favorable set of circumstances by which the need for a new product or service is identified or created. Further, a set of circumstances that creates a need for a new business generally refers to an opportunity.

The elements of opportunity include Commercial attractiveness of the favorable circumstances, Timeliness and Durability as well determines the circumstances to be recognized as an opportunity.



Opportunity Recognition- This involves the careful screening and evaluation of the identified set of circumstances related to the business ideas to clearly define the viable business opportunity.

The evaluation process involves looking at the creation and length of the opportunity, its real and perceived value, the accompanying risks and returns, its fit with the skills and goals of the entrepreneur and over & above its differential advantage in its competitive environment. It is important to understand the cause of the opportunity, as the resulting opportunity may have a different market size and time dimension.

Question-3 Describe in your own words the concept of licensing.

Answer- : A license is a document of official permission or permit to do, use, or own something. A license is granted by a party to another party as an element of an agreement between those parties. A shorthand definition of a license is "an authorization to use licensed material. A license in the law of land is ordinarily a permission merely to do something.

License under Indian Law: In India, the Indian Easements Act, 1882 provides for law relating to licenses in property law. Section 52 of Indian Easements Act, 1882 defines License as under: "Where one person grants to another, or to a definite number of other persons, a right to do or continue to do, in or upon immovable property of the grantor, something which would, in the absence of such rights, be unlawful, and such right does not amount to an easement or an interest in the property, the right is called a license."

Question-4 Why startup entrepreneurs should be aware of the legal issues?

Answer- Most entrepreneurs get caught up in the midst of starting their business and quickly forget about the legal aspects that need to be considered. In order to ensure that you avoid the negative repercussions of an avoidable mistake, there are a few common legal issues you should be aware of related to intellectual property rights, legal forms of business organisation, taxation related issues prevalent and relevant to specific entrepreneurial undertaking.

Further, there are corporate compliance laws in place that affect companies in various industries. The laws that apply specifically to your business will vary based on the type of business entity you are, the state you do business in, and several other determining factors. Therefore, it is essentially required on the part of the entrepreneurs that they do some research, and consult the help of an attorney, to ensure you know what documents should be generated and maintained by your business to remain compliant.

Some of the important legal issues related to the Intellectual property rights, are as under-

Patents: A Patent is a right granted to an inventor that allows them to prevent or exclude all others from making, using, or selling their invention for 20 years.

The need of Patent: The goal of the patent system is to encourage inventors to advance the state of technology by awarding them special rights to benefit from their inventions. Books, movies, and works of art cannot be patented, but protection is available for such items under the law of copyright. Patent law is one branch of the larger legal field known as intellectual property, which also includes trademark and copyright law.

Trademarks: A trademark (popularly known as brand name) in layman's language is a visual symbol which may be a word signature, name, device, label, numerals or combination of Colours used by one undertaking on goods or services or other articles of commerce to distinguish it from other similar goods or services originating from a different undertaking.

Copy rights: Copyright is a right given by the law to creators of literary, dramatic, musical and artistic works and producers of cinematograph films and sound recordings. In fact, it is a bundle of rights including, inter alia, rights of reproduction, communication to the public, adaptation and translation of the work. There could be slight variations in the composition of the rights depending on the work. Copyright ensures certain minimum safeguards of the rights of authors over their creations, thereby protecting and rewarding creativity.



Note: 04 long type questions, each question carries 06 marks.

Question-1 Discuss in detail the relevance of Legal forms of business organizations for entrepreneurs.

Answer- Various forms of business organisation from which one can choose the right one to structure the proposed business include Sole Proprietorship firm, Partnership firm, Joint Hindu Family Business (HUF), Cooperative firm and Company form of business organisation such as Private Limited Company, (Public) Limited Company, One Man Company and the Limited Liability Company (LLC).

Sole Proprietorship: A business owned, managed and controlled by a single individual is known as a sole proprietorship organisation. All the businesses you see around you, your local grocer, the chemist, the doctor are all probably sole proprietors.

Features: Easy Formation and closure due to Lack of Legal Formalities; The liability of the owner is unlimited because of no separation between the owner and the business; Sole risk bearer and profit recipient; Complete Control of the proprietor; No separate legal entity; Lack of business continuity and just in case of the death, retirement, bankruptcy, insanity, imprisonment etc. of the proprietor, the firm will cease to exist and the business will come to an end.

Joint Hindu Family Business: The Joint Hindu Family Business or the Hindu Undivided Family (HUF) is a unique type of business entity. It is governed and dictated by the Hindu Law in India.

Any person born into the family (boy or girl) up to the next coming three generations is a part of the HUF. These members are the coparceners. The head of such a Joint Family Business is the eldest member of the family, the "Karta". He is the main person responsible for the business and the finances.

Partnership Firm: According to the Indian Partnership Act 1932 Partnership is defined as, "the relation between two or more persons who have agreed to share the profits from a business carried on by either all of them or any of them on behalf of/acting for all".

A partnership firm is not a separate legal entity. But according to the act, a firm must be formed via a legal agreement between all the partners. So a contract must be entered into to form a partnership firm.

In a partnership, the business must be carried out by all the partners together. Or alternatively, it can be carried out by any of the partners (one or several) acting for all of them or on behalf of all of them. So this means every partner is an agent as well as the principal of the partnership.

Co-operative Society: A co-operative form of business enterprise is a voluntary association of persons; whose motive is the welfare of the members. It works with the principle of each for all and all for each. As it is a voluntary association, the membership is also voluntary. A person is free to join a cooperative society, and can also leave anytime as per his desire. Irrespective of their religion, gender & caste, membership is open to all.

It is compulsory for the co-operative society to get registration. The co-operative society is a separate legal identity to the society. There is limited liability of the members of co-operative society. Liability is limited to the extent of the amount contributed by members as capital.

Joint Stock Company: A joint stock company is described as a business organisation that is owned jointly by all its shareholders. All the shareholders own a certain amount of stock in the company, which is represented by their shares. A Joint Stock Company is a voluntary association of individual for profit, having a capital divided into transferable shares, the ownership of which is the condition of membership.

Artificial Legal Person: A company is a legal entity that has been created by the statutes of law (Indian Companies Act, 2013). Like a natural person, it can do certain things, like own property in its name, enter into a contract, borrow and lend money etc.

Separate Legal Entity: Unlike a proprietorship or partnership, the legal identity of a company and its members are separate.



Choice of Form of Business Organisation: Some of the important considerations for making the right choice about the suitable form of business organisation for the proposed startup business are related to the following-

- Cost and ease in setting up the organisation
- Liability
- Continuity
- Management ability
- Capital consideration
- Degree of control
- Nature of business

Question-2 Describe the approach to generating business ideas & opportunity recognition.

Answer- Random thoughts occurring the mind are perceived as random ideas for solving any problem situation. Such random ideas are analyzed within the context of performing any economic activities by which we can make or exchange money and are accordingly recognized as money making ideas (MMIs). A few selected MMIs are further mapped to all desirable and possible economic activities and are developed as potential business ideas. The resulting business ideas which have a market potential and are commercially viable are further evaluated and mapped with the opportunity in the market that leads to development of a marketable product and business model.

Random Ideas → MMI → Economic Activities → Business Idea → Market Opportunity

Hence, a business idea is an economic idea or in a lay man language it refers to money making ideas (MMI) which have a market potential, commercially viable, socially and legally accepted to be pursued by the entrepreneur.

A business idea is a concept that can be used for financial gain that centres on a product or service that can be offered for money. An idea is the base of the pyramid when it comes to the business as a whole.

The characteristics of a promising business idea are:

- Innovative
- Unique
- Problem solving
- Profitable

A business idea is often linked to its creator who needs to identify the business' value proposition in order to launch to market and establish competitive advantage.

Methods for generating business ideas: The entrepreneur can use several methods to help generate and test new ideas, as under-

Focus groups- Group of individuals providing information in a structured format is called a focus group. The group of 8 to 14 participants is simulated by comments from other group members in creatively conceptualizing and developing new product idea to fulfill a market need.

Brainstorming- A group method of obtaining new ideas and solutions is called brainstorming. The brainstorming method for generating new ideas is based on the fact that people can be stimulated to greater creativity by meeting with others and participating with organized group experiences. Although most of the ideas generated from the group have no basis for further development, often a good idea emerges.

Problem inventory analysis- Generate new product ideas by providing with a list of problems in a general product category, to relate known products to suggested problems and arrive at a new product idea then to generate an entirely new idea by itself.

Creative Problem Solving- Obtaining new ideas focusing on the parameters through creative process. Brainstorming is probably the most well-known and widely used for both creative problem solving and idea generation.

Reverse brainstorming- Similar to brainstorming, but criticism is allowed and encouraged as a way to bring out possible problems with the ideas.

Synectics- Synectics is a creative process that forces individuals to solve problems through one of four analogy mechanisms: personal, direct, symbolic and fantasy. This forces



participants to consciously apply preconscious mechanisms through the use of analogies in order to solve problems.

Gordon method- Gordon method is a method of developing new ideas when the individuals are unaware of the problem. In this method the entrepreneur starts by mentioning a general concept associated with the problem. The group responds with expressing a number of ideas.

Checklist method- Developing a new idea through a list of related issues is checklist method of problem solving.

Free association method- Developing a new idea through a chain of word association is free association method of problem.

Opportunity recognition: The Concept of Opportunity for an entrepreneur refers to a potential business idea that entails a favorable set of circumstances by which the need for a new product or service is identified or created. Further, it also inclined towards a set of circumstances that creates a need for a new business. Commercial attractiveness, Timeliness and Durability are the instrumental elements of any business opportunity.

Opportunity Recognition- This involve the careful screening and evaluation of the identified set of circumstances related to the business ideas to clearly define the viable business opportunity.

The evaluation process involves looking at-

- a. The creation and length of the opportunity
- b. Its real and perceived value
- c. Its risks and return.
- d. It's fit with the skills and goals of the entrepreneur
- e. Its differential advantage in its competitive environment
- f. It is important to understand the cause of the opportunity, as the resulting opportunity may have a different market size and time dimension.

Question-3 Explain your role as an entrepreneur in the Socio-economic development of the country.

Answer- The entrepreneurship is a vital force in the process of industrialization and Economic development. Entrepreneurship as a Theoretical Concept refers to the creative and dynamic process of Creating, Building, Launching, Operating & Managing a new business venture by taking calculated risks with due diligence and assuming the resulting rewards of personal satisfaction, Independence & Monetary gains.

Entrepreneurs initiate and sustain the process of economic development in the following ways:

1. **Capital formation:** Entrepreneurs mobilize the idle savings of the public through the issues of industrial securities. Investment of public savings in industry results in productive utilization of national resources. Rate of capital formation increases which is essential for rapid economic growth. Thus, an entrepreneur is the creator of wealth.
2. **Improvement in per capita income:** Entrepreneurs locate and exploit opportunities. They convert the talent and idle resources like land, labour and capital into national income and wealth in the form of goods and services. They help to increase net national product and per capita income in the country, which are important yardsticks for measuring economic growth.
3. **Improvement in living standards:** Entrepreneurs set up industries which remove scarcity of essential commodities and introduce new products. Production of goods on mass scale and manufacture of handicrafts, etc., in the small scale sector help to improve the standard of life of a common man. These offer goods at lower costs and increase variety in consumption.
4. **Economic independence:** Entrepreneurs help to manufacture indigenous substitutes of hitherto imported products thereby reducing dependence on foreign countries, export goods and services on a large scale and thereby earn the scarce foreign exchange for the country and help to ensure the economic independence of the country without which political independence has little meaning.
5. **Backward and forward linkages:** An entrepreneur initiates change which has a chain reaction. Setting up of an enterprise has several backward and forward linkages. For example, the establishment of a steel plant generates several ancillary units and expands the demand for iron ore, coal, etc. and thus provide backward linkages. Similarly, by increasing the supply



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of steel, the plant facilitates the growth of machine building, tube making, utensil manufacturing and such other units and facilitates forward linkage.

6. Generation of Employment: It's a general perception that most of the job opportunities in future are likely to be emerging from informal and unorganized sectors of economy. Entrepreneurship development training which helps in strengthening informal and unorganized sector is expected to motivate enterprising people to opt for self-employment and entrepreneurial career. It will therefore, help in solving the problem of increasing unemployment to some extent.

7. Harnessing Locally Available Resources and Entrepreneurship: Entrepreneurship development in the emerging markets particularly in underdeveloped or backward areas facilitates increased activities of local entrepreneurs that results in making use of abundantly available local resources.

8. Balanced Regional Growth: Entrepreneurship development in underdeveloped or backward areas helps develop the growth of industrialisation in a planned manner which in turn facilitates the regional development along with the community development.

9. Reducing Unrest and Social Tension Amongst Youth: Many problems associated with youth unrest and social tension is rightly considered to be due to youth not being engaged in productive work. Entrepreneurship development in the emerging markets inspires and facilitates the youth with latent entrepreneurial traits from wage career to self-employment career and has helped the country in defusing social tension and unrest amongst youth.

10. Innovations in Enterprises: Business enterprises need to be innovative for their survival and better performance. It is believed that smaller firms have relatively higher necessity and capability to innovate. Entrepreneurship development in the emerging markets facilitates innovations as the key in developing new products, but also in stimulating investment interest in small enterprises and foster entrepreneurial R & D.

Question-4 Discuss briefly the Institutional support system and Govt. Programs available for the Startup entrepreneurs in the state of Rajasthan.

Answer- The emergence of Entrepreneurship in a society depends on several influencing factors. The most important among them are considered to be the individual, environment, Socioeconomic support system and institutional setup.

The environment and the institutional setup are considered to be exerting direct influence on entrepreneurship.

The support system and institutional setup would include Entrepreneurship Development Organizations, Financial Institutions, Industrial development organizations and different Govt agencies engaged in the implementation of the Government sponsored development programmes. The Indian government has been supporting and developing Entrepreneurship & Entrepreneurs through various sponsored programmes and Schemes. This institutional support system has been designed at following four levels:

1. Central Government
2. State Government
3. Non-Government Support System
4. District Industries Centres (DIC).

Following is a brief description about the Institutional support system and Govt. Programs available for the Startup entrepreneurs in the state of Rajasthan-

- Start-up India Program
- Stand-up India Program
- Make-in-India Program
- Atal Innovation Mission
- Support to Training and Employment for Women (STEP)
- Digital India Program
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Science for Equity Empowerment and Development (SEED)
- Mudra Loan Schemes
- We would just focus on the following Institutional support system:
- Department of Science and Technology
- Role of RIICO
- Role of RFC



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ROLE OF RIICO: RIICO stands for Rajasthan State Industrial Development & Investment Corporation Limited. Established in 1969, RIICO is the apex agency of the State of Rajasthan for industrial development. RIICO provides industrial infrastructure as well as term loan to projects.

RIICO has so far established 347 Industrial Areas across Rajasthan, where 3500 acres' land is available for allotment and 3200 acres of land will be shortly available for allotment. Focus Areas of RIICO- Focus on development of sector specific industrial areas / zones as one of the strategies to achieve synergetic industrial development.

RIICO has also laid emphasis on creating industrial infrastructure for Export Oriented Units (EOUs). Gem & Jewellery SEZ at Sitapura by RIICO and Mahindra World City, a Multi-Product SEZ at Jaipur, a Joint Sector project of RIICO with Mahindra Group are functional. RIICO is also providing term loan to industrial as well as commercial and infrastructure projects in the State.

ROLE OF RFC: RFC stands for Rajasthan Financial Corporation. RFC is the apex State Financial Corporation (SFC) in the state for providing long term financial support to tiny, small and medium scale industries in the State of Rajasthan. RFC has network of 21 Branch offices and one Facilitation Centre in the State. You may discuss your project with our Branch Managers and submit your application to the concerned Branch in whose jurisdiction you propose to set up your industrial unit. Youth Entrepreneurship Development Programme is one of the Flagship Programme in the State of Rajasthan.



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

Course Code: GEN 1304

Time: 2 Hours

Course Name: Personality Development

Max. Marks: 50

Instruction: The question paper comprises three sections A, B & C. Attempt all questions.

Marks allotted are mentioned against each section.

Section – A

10X01 = 10 Marks

- Q1.** Motivation is derived from a Latin word **movere** which means:
- (a) Mineral
 - (b) To move
 - (c) To merge
 - (d) Magic
- Q2.** Environment, experience and _____ are the triple E's of attitude.
- (a) Education
 - (b) Execution
 - (c) Excessive
 - (d) Exchange
- Q3.** SWOT Analysis helps us in:
- (a) Focusing on unimportant traits
 - (b) Destroying our future
 - (c) Achieving our goals
 - (d) Nothing
- Q4.** Edward De Bono introduced the term:
- (a) SMART Goals
 - (b) Lateral Thinking
 - (c) SWOT Analysis
 - (d) Motivational Theory
- Q5.** Studying because you want to get a good grade is an example of:
- (a) Intrinsic motivation
 - (b) Extrinsic motivation
 - (c) both a and b
 - (d) none of the above
- Q6.** People with Self-confidence are more relaxed in different situations and when meeting new people.
- (a) True
 - (b) False



- Q7.** Identify the full form of “CC” in an E-mail from the given options:
- (a) Close Call
 - (b) Call Centre
 - (c) Computer Competence
 - (d) Carbon Copy
- Q 8.** The process of planning and controlling how much time to spend on specific activities is called:
- (a) Finance Management
 - (b) Bad Management
 - (c) Stress Management
 - (d) Time Management
- Q9.** Which of the following is not a part of an E-mail?
- (a) Date
 - (b) Signature
 - (c) Greetings
 - (d) Subject line
- Q10.** The benefit of having a positive attitude may be
- (a) stress
 - (b) healthy lifestyle
 - (c) hair loss
 - (d) none of the above

Section – B

04X04 = 16 Marks

- Q11.** What are goals and why do we set goals?
- Q12.** Name any 6 signs of stress experienced by human beings.
- Q13.** Define motivation and write a note on the different types of motivation.
- Q14.** Mention any 4 techniques of lateral thinking.

Section – C

04X06 = 24 Marks

- Q15.** State the differences between individuals having a positive attitude and attitude.
- Q16.** Write in detail about the different kinds of goals.
- Q17.** State at least 6 basic rules of writing a good E-mail.
- Q18.** Draw a flow diagram showing the blueprint of your success.



GEN 1304

Personality Development

Section – A

10X01 = 10 Marks

- Q1.** Motivation is derived from a Latin word **movere** which means:
- (a) Mineral
 - (b) **To move**
 - (c) To merge
 - (d) Magic
- Q2.** Environment, experience and _____ are the triple E's of attitude.
- (a) **Education**
 - (b) Execution
 - (c) Excessive
 - (d) Exchange
- Q 3.** SWOT Analysis helps us in:
- (a) Focusing on unimportant traits
 - (b) Destroying our future
 - (c) **Achieving our goals**
 - (d) Nothing
- Q4.** Edward De Bono introduced the term:
- (a) SMART Goals
 - (b) **Lateral Thinking**
 - (c) SWOT Analysis
 - (d) Motivational Theory
- Q5.** Studying because you want to get a good grade is an example of:
- (a) Intrinsic motivation
 - (b) **Extrinsic motivation**
- Q6.** Self-confident people are more relaxed in different situations and when meeting new people.
- (a) **True**
 - (b) False
- Q7.** Identify the full form of "CC" in an E-mail from the given options:
- (a) Close Call



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- (b) Call Centre
- (c) Computer Competence
- (d) **Carbon Copy**

Q 8. The process of planning and controlling how much time to spend on specific activities is called:

- (a) Finance Management
- (b) Bad Management
- (c) Stress Management
- (d) **Time Management**

Q9. Which of the following is not a part of an E-mail?

- (a) **Date**
- (b) Signature
- (c) Greetings
- (d) Subject line

Q10. State any one benefit of having a **positive attitude**.

Ans10. The student will write any one: Having a positive attitude inspires and motivates yourself as well as others/brings happiness to life/is an optimistic approach to life/is a process of problem solving.

Section – B

04X04 = 16 Marks

Q11. What are goals and why do we set goals?

Ans11. A goal is an idea of a desired result that a person plans and tries to achieve. It is an end towards which effort is directed. We set goals because they give us direction and keep us focused on where we want to reach in life.

Q12. Name any 6 physical signs of stress in human beings.

Ans12. Physical signs of stress in human being can be any of the following: Headache, increased heart rate, chest pain, high blood pressure, sweating, accident proneness, ulcers, heart attack, accident proneness, muscular tension or digestive issues.

Q13. Define motivation and write a note on the different types of motivation.



Ans13. Motivation is derived from the Latin word “movere” which means “to move” or “to activate”. Motivation is the process of arousing the action, sustaining the activity in process and regulating the pattern of activity. There are 2 types of motivation:

1. Extrinsic Motivation. Extrinsic motivation occurs when we are motivated to perform an activity or engage in an activity to earn a reward or to avoid punishment.
2. Intrinsic Motivation. Intrinsic motivation occurs when we are motivated by an internal desire to perform an activity for its own sake rather than the desire for some external reward.

Q14. Mention any 4 techniques of lateral thinking.

Ans14. The students will write any four of the following: Alternatives, Focus, Challenge, Random entry, Provocation and Movement, Harvesting or Treatment of Ideas.

Section – C

04X06 = 24 Marks

Q15. Differentiate between people having a **positive attitude** and **negative attitude**.

Ans15. Some differences between people with positive and negative attitude are as given below:

Positive Attitude	Negative Attitude
Individuals who have a positive attitude will pay attention to the good, rather than bad in people, situations, events, etc.	People with a negative attitude ignore the good and pay attention to the bad in people, situations, events, etc.
Positive attitudes are rewarded. It means the individual is encouraged to do the same thing in the future.	Negative attitudes are punished to discourage the same action in the future.
If we think positive thoughts we will surely experience such emotions as joy, love, gratitude, peace, and hope.	If we think negative thoughts we will have negative feelings such as anger, disappointment, irritation, envy, etc.
Having a “positive attitude” means a person believes everything happens for the best in the end.	A person with a “negatives attitude” tends to believe their best days are in the past. There is nothing to “look forward to” and considers it a waste of time and energy.
It is an optimistic approach for a person to achieve good results.	It is a pessimistic mindset of a person who is not capable of handling critical issues.



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It can achieve long-term goals easily and in time

It can achieve some initial goals but not the long-term goals

It is a process of solving problems.

It is a process of looking for problems.

A person with a positive attitude pays attention to the virtues of others.

A person with a negative attitude pays attention to other people's shortcomings.

These persons always see opportunities.

These persons see only limitations.

Q16. Write in detail about the different kinds of goals.

Ans16. There are four different kinds of goals. They are as follows:

1. Short-Term Goals: Goals that can be accomplished in the near future i.e., within a few weeks or months are called short-term goals.
2. Long-Term Goals: Goals that are more far-reaching and take longer to achieve i.e., a year or more are called long-term goals.
3. Fixed Goals: Goals with an outcome that is based on a specific date or time are called fixed goals.
4. Flexible Goals: Goals that have an outcome but no time limit are called flexible goals.

Q17. State at least 6 basic rules of writing a good E-mail.

Ans17. Some basic rules of writing a good E-mail are as follows:

1. Be sure to include the following: clear subject line, greeting, closing remark, thank you, signature etc.
2. Use proper grammar and sentence structure. Spell-check your message.
3. Be thoughtful and respectful in what you write.
4. Choose your words carefully. Do not sound harsh.
5. Assume everything you write is a public document.
6. Do not expect or demand an immediate response.
7. Reread your message before sending it.

Q18. Draw a flow diagram showing your blueprint of success.

Ans18. The students will give individual answers.



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

Course Code: GEN 1305

Time: 2 Hours

Course Name: Elementary Drawing

Max. Marks: 50

Instruction:

1. Answer all questions from section – A, each question carries one mark.
2. Answer all questions from section – B, each question carries Four marks.
3. Answer all questions from section – C, each question carries Six marks.

Section – A

10X01 = 10 Marks

1. Bottom view is drawn on the _____ of the front view in first angle drawing.
 - a. Top
 - b. Bottom
 - c. Left side
 - d. Right side
2. In Engineering Drawing, are set squares used to draw parallel lines?
 - a. Yes
 - b. No
3. In HB Pencil B stands for?
 - a. Blackness
 - b. Boldness
 - c. Baldness
 - d. Brittle
4. How many no. of quadrants are available around point?
 - a. Four
 - b. Eight
 - c. Infinite
 - d. No Planes are available in Space
5. In which angle of drawing right side view is drawn on the left side of the front View?
 - a. Third angle Drawing
 - b. First angle Drawing
6. Is Gauge used to measure the exact dimension of the Object?
 - a. Yes
 - b. No
7. Which of the following is the enlarging scale?
 - a. 1:1
 - b. 1:2
 - c. 5:1
 - d. 3:4
8. center line in engineering drawing are drawn for....
 - a. Solid Part
 - b. Circular and round part
 - c. For symmetric body
 - d. None of the above



9. What does 30 stands for the dimension $30^{+0.5}_{-0.5}$.
- | | |
|-----------------------------|-----------------------------|
| a. Nominal Dimension | c. Lower deviated dimension |
| b. Upper deviated dimension | d. None of the above |
10. Which of the following pencil is used to Draw Title Box in Engineering Drawing?
- | | |
|--------|--------|
| a. 4 H | c. 3 H |
| b. HB | d. 2 H |

Section – B

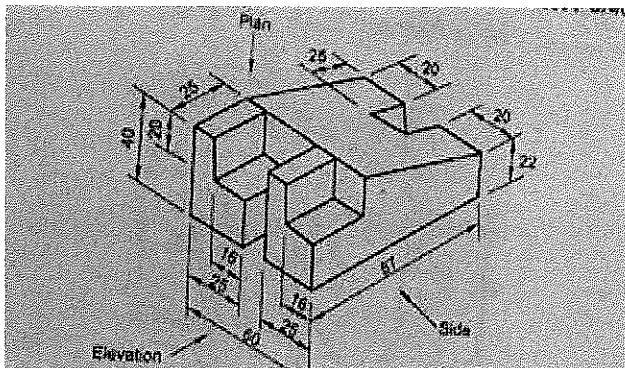
04X04 = 16 Marks

11. Why section views are drawn? Explain types of section views with example?
12. What do You mean by Elements of Engineering Drawing? Explain it with example.
13. What do you mean by fits? How many types of fits are there in engineering drawing?
14. What are the differences between parallel view and perspective view?

Section – C

04X06 = 24 Marks

15. Draw 6(Six) alphabets G-L in the Drawing sheet.
16. Define tolerance? What is the use of tolerance in engineering drawing? Differentiate between unilateral tolerance and bilateral tolerance.
17. Draw first angle and third angle symbol having dimension D=20 mm.
18. Draw front view, top view and side of the given object.



Note: all dimensions are in mm



School of Automotive skills

Session: 2019-20 (Summer Semester)

B. Voc. Program, 3rd Semester,

End-Sem. Examination

Course Code: GEN 1305

Time: 2 Hours

Course Name: Elementary Drawing

Max. Marks: 50

Instruction:

1. Answer all questions from section – A, each question carries one mark.
2. Answer all questions from section – B, each question carries Four marks.
3. Answer all questions from section – C, each question carries Six marks.

Section – A

10X01 = 10 Marks

1. Bottom view is drawn on the _____ of the front view in first angle drawing.
 - a. **Top**
 - b. Bottom
 - c. Left side
 - d. Right side
2. In Engineering Drawing, are set squares used to draw parallel lines?
 - a. Yes
 - b. **No**
3. In HB Pencil B stands for?
 - a. **Blackness**
 - b. Boldness
 - c. Baldness
 - d. Brittle
4. How many no. of quadrants are available around point?
 - a. Four
 - b. **Eight**
 - c. Infinite
 - d. No Planes are available in Space
5. In which angle of drawing right side view is drawn on the left side of the front View?
 - a. Third angle Drawing
 - b. **First angle Drawing**
6. Is Gauge used to measure the exact dimension of the Object?
 - a. Yes
 - b. **No**
7. Which of the following is the enlarging scale?
 - a. 1:1
 - b. **1:2**
 - c. 5:1
 - d. 3:4
8. center line in engineering drawing are drawn for....
 - a. Solid Part
 - b. **Circular and round part**
 - c. For symmetric body
 - d. None of the above



9. What does 30 stands for the dimension $30^{+0.5}_{-0.5}$.
- Nominal Dimension**
 - Upper deviated dimension
 - Lower deviated dimension
 - None of the above
10. Which of the following pencil is used to Draw Title Box in Engineering Drawing?
- 4 H**
 - HB
 - 3 H
 - 2 H

Section – B

04X04 = 16 Marks

11. Why section views are drawn? Explain types of section views with example.

Ans. Section views are drawn for having all the information which cannot be gathered by the front views or any of the views. Section view provide us the hidden information of the object. Five types of section views are as follows:

- Full Section View
- Offset Section View
- Half Section View
- Broken Section View
- Revolved Section View

12. What do You mean by Elements of Engineering Drawing? Explain it with example.

Ans. Elements of engineering drawing are:

- Conceptual stage
- Design stage, modification stage.
- Prototype development stage
- Process and production planning, production
- Inspection, servicing and maintenance

13. What do you mean by fits? How many types of fits are there in engineering drawing?

Ans. Manufactured parts are required to mate with one another during assembly.

- The relationship between the two mating parts that are to be assembled, that is, the hole and the shaft, with respect to the difference in their dimensions before assembly is called a fit.
- An ideal fit is required for proper functioning of the mating parts. Three basic types of fits can be identified, depending on the actual limits of the hole or shaft:
 - Clearance fit:** The largest permissible diameter of the shaft is smaller than the diameter of the smallest hole.

In case of clearance fit, the difference between the sizes is always positive.



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- b. Interference fit: The minimum permissible diameter of the shaft exceeds the maximum allowable diameter of the hole.

This type of fit always provides interference. Interference fit is a form of a tight fit. Tools are required for the precise assembly of two parts with an interference fit. In an interference fit, the difference between the sizes is always negative.

- c. Transition fit: Occurs when two tolerance mating parts are sometimes and interference fit and sometimes clearance fit when assembled.

14. What is the difference between parallel view and perspective view?

Ans. Parallel view: Distance from the observer to the object is infinite projection lines are parallel – object is positioned at infinity. Less realistic but easier to draw.

Perspective view: Distance from the observer to the object is finite and the object is viewed from a single point – projectors are not parallel. Perspective projections mimic what the human eyes see, however, they are difficult to draw.

Section – C

04X06 = 24 Marks

15. Draw 6(Six) alphabets G-L in the Drawing sheet.

16. Define tolerance? What is the use of tolerance in engineering drawing? Differentiate between unilateral tolerance and bilateral tolerance.

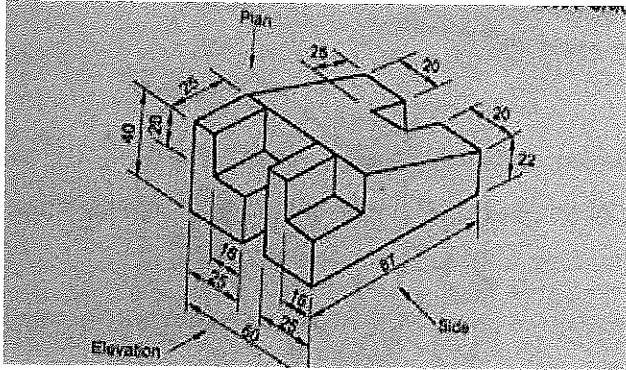
Ans. Tolerance can be defined as the magnitude of permissible variation of a dimension or other measured value from the specified value.

- It can also be defined as the total variation permitted in the size of a dimension, and is the algebraic difference between the upper and lower acceptable dimensions. It is an absolute value.
- The basic purpose of providing tolerances is to permit dimensional variations in the manufacture of components, adhering to the performance criterion as established by the specification and design.
- **Unilateral Tolerance:** When the tolerance distribution is only on one side of the basic size, it is known as unilateral tolerance. In other words, tolerance limits lie wholly on one side of the basic size, either above or below it.
- **Bilateral Tolerance:** When the tolerance distribution lies on either side of the basic size, it is known as bilateral tolerance. In other words, the dimension of the part is allowed to vary on both sides of the basic size but may not be necessarily equally disposed about it.



17. Draw first angle and third angle symbol having dimension $D=20$ mm.

18. Draw front view, top view and side of the given object.





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

Course Code: GEN 1306

Time: 2 Hours

Course Name: Business & Management Skills

Max. Marks: 50

Instruction: Attempt all questions. Write answers legibly in English only.

Section – A

10X01 = 10 Marks

- Q1.** One of the key qualities of strategic thinkers is.....
- (a) They always keep learning (c) They are not afraid to take risks
(b) They always seek advice from others (d) All of the above
- Q2.** Johari Window Model discusses about:
- (a) Improving self-awareness within an individual
(b) Improving awareness about people in the organisation
(c) Improving awareness about environmental dynamics
(d) None of the above
- Q3.** The term Communication refers to:
- (a) The transmission of a message
(b) The message itself that is communicated
(c) The mutual exchange of understanding originating with the receiver
(d) All of the above
- Q4.** Analytical Skills are classified as:
- (a) Communication Skills (c) Thinking Skills
(b) Management Skills (d) All of the above
- Q5.** Mintzberg's model of Management Roles categorizes a manager's functions as:
- (a) Figurehead & Leadership role (c) Monitoring and Disseminator role
(b) Liaising & Spokesperson role (d) All of the above
- Q6.** A SWOT analysis guides to:
- (a) Identify the organization's strengths and weaknesses
(b) Identify the organization's influence on stakeholders
(c) Identify the organization's broader opportunities and threats
(d) Both a & c
- Q7.** Some of the skills related to team Management are:
- (a) Trustworthiness & Proper delegation
(b) Good organization & Time management
(c) Respect for others, Team Orientation, Confidence, Good adaptability etc.
(d) All of the above



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The leadership style of a leader varies with:

- (a) The kind of people the leader interacts
- (b) The kind of groups the leader deals with
- (c) The kind of approach a leader follows in getting the best out of the people who follow him
- (d) All of the above

Q9. The approaches to team building involve:

- (a) Setting Goals
- (b) Role
- (c) Interpersonal-relations
- (d) All of the above

Q10. One of the traits of Effective Leadership is related to:

- (a) How well one can politically influence others
- (b) Dressing sense
- (c) The ability to be a visionary and have a sense of future possibilities
- (d) All of the above

Section – B

04X04 = 16 Marks

Q.11 What do you mean by Management Skills?

Q.12 Describe the Katz model of managerial skills.

Q.13 Describe the role of Visual Aids in the Delivery of presentation.

Q.14 What do you mean by Team Building? List some of the important types of Team Building Skills.

Section – C

04X06 = 24 Marks

Q.15 What do you mean by thinking? What are the Core Thinking Skills? Discuss.

Q.16 What do you mean by SWOT analysis? Describe briefly the elements of SWOT analysis.

Q.17 Describe the process of Management by Objective (MBO).

Q.18 Briefly explain the characteristics of Effective Communication.



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Registration No.:

School of Entrepreneurship Skills

Session: 2019-20 (Summer)

B. Voc. Program, 3rd-Semester,

End-Sem. Examination

SET A

Course Name: Business & Management Skills (SES1306)

ANSWER KEYS

Section – A

10X01 = 10 Marks

Note: 10 objective type questions, each question carries 01 mark.

- Q1. All of the above
- Q2. Improving self-awareness within an individual
- Q3. understanding originating with the receiver
- Q4. Thinking Skills
- Q5. All of the above
- Q6. Both a & c
- Q7. All of the above
- Q8. All of the above
- Q9. All of the above
- Q10. The ability to be a visionary and have a sense of future possibilities

Section – B

04X04 = 16 Marks

Note: 04 short answer type questions, each question carries 04 marks.

Question-1 What do you mean by Management Skills?

Answer- The Term Skills, refer to the ability to apply knowledge to specific situations. Skills are developed through practice, through a combination of sensory input and output. To make it simple, knowledge is theoretical and skills are practical. One can know a lot about a subject matter, but might not have the skills required to apply that knowledge to specific tasks, since knowledge does not provide skills. However, developing skills normally provides some knowledge, as practicing those skills results in sensory inputs.

Management is the process by which a co-operative group directs actions of others toward common goals. Management is defined as the process of planning, organizing and controlling an organization's operations in order to achieve the target efficiently and effectively. It is essential for all organizations.

Traditional Concept Management is the art of getting things done through others. Modern Concept Management is defined as the process (refers to the basic steps) to get the things done with the aim of achieving goals effectively and efficiently (effectiveness refers to achievement of task on time and efficiently implies optimum use of resources).

Management Skills- Management is a challenging job. It requires certain skills to accomplish such a challenge. Thus, essential skills which every manager needs for doing a better management are called as Managerial Skills. Managerial skills refer to the abilities and capabilities an executive possesses to perform the managerial works in the organisation.

Question-2 Describe the Katz model of managerial skills.

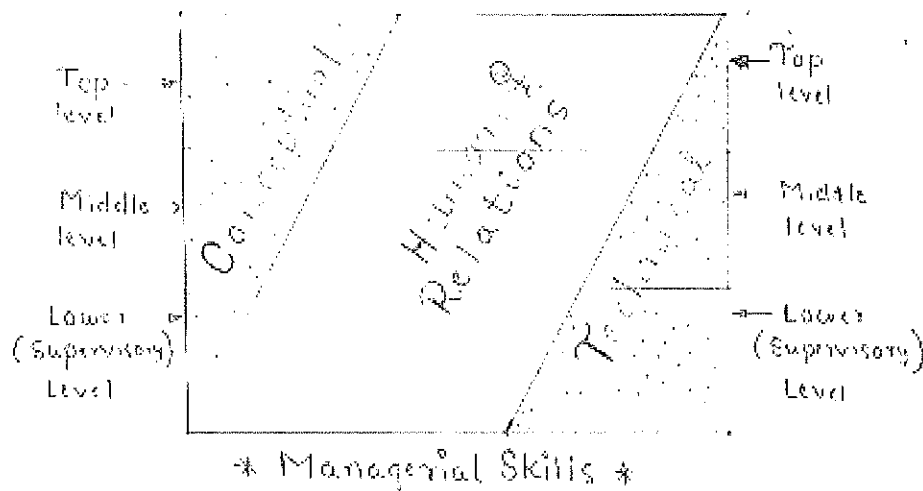
Answer- According to Professor Robert Katz, there are three managerial skills, viz.,

- Conceptual Skills,
- Human Relations Skills, and
- Technical Skills.

According to Prof. Robert Katz, all managers require above three managerial skills. However, the degree (amount) of these skills required varies (changes) from levels of management and from an organisation to organisation.



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The above picture or diagram shows the managerial skills which are required by managers working at different levels of management. The top-level managers require more conceptual skills and less technical skills. The lower-level managers require more technical skills and fewer conceptual skills. Human relations skills are required equally by all three levels of management.

1. **Conceptual Skills:** Conceptual skill is the ability to visualize (see) the organisation as a whole. It includes Analytical, Creative and Initiative skills. It helps the manager to identify the causes of the problems and not the symptoms. It helps him to solve the problems for the benefit of the entire organisation. It helps the manager to fix goals for the whole organisation and to plan for every situation. According to Prof. Robert Katz, conceptual skills are mostly required by the top-level management because they spend more time in planning, organizing and problem solving.

2. **Human Relations Skills:** Human relations skills are also called Interpersonal skills. It is an ability to work with people. It helps the managers to understand, communicate and work with others. It also helps the managers to lead, motivate and develop team spirit. Human relations skills are required by all managers at all levels of management. This is so, since all managers have to interact and work with people.

3. **Technical Skills:** A technical skill is the ability to perform the given job. Technical skills help the managers to use different machines and tools. It also helps them to use various procedures and techniques. The low-level managers require more technical skills. This is because they are in charge of the actual operations.

Question-3 Describe the role of Visual Aids in the Delivery of presentation.

Answer- The use of visual aids, coupled with good public speaking skills, work hand-in-hand to create effective presentations. Delivery of presentation is related to how you say things may often appear to be more important than what you say. Experienced presenters learn to communicate effectively by using voice, gestures, and visual aids while trying to establishing a comfortable environment for the audience.

Visual aids: Visual aids helps to emphasize main ideas, illustrate a concept, or stimulate the interest of your listeners. Visual aids and audio-visuals include a wide variety of communication products, including flip charts, overhead transparencies, slides, audio-slide shows, and video tapes. Demonstrating a process or simply passing around a sample of some equipment or model are also effective way to clarify messages visually. If visual aids are poorly selected or inadequately done, they will distract from what you are saying. The tips listed below will help you in the selection and preparation of visual aids.

Following are some of the areas where role of Visual Aids in the Delivery of presentation is evident:

- Visual aids help your presentation make things happen. Visual aids help you reach your objectives by providing emphasis to whatever is being said. Clear pictures multiply the audience's level of understanding of the material presented, and they should be used to reinforce your message, clarify points, and create excitement.
- Visual aids involve your audience and require a change from one activity to another: from hearing to seeing. When you use visual aids, their use tends to encourage gestures and movement on your part. This extra movement reinforces the control that you, the speaker, need over the presentation. The use of visual aids, then, are mutually beneficial to the audience and you.



- Visual aids add impact and interest to a presentation. They enable you to appeal to more than one sense at the same time, thereby increasing the audience's understanding and retention level. With pictures, the concepts or ideas you present are no longer simply words - but words plus images. The chart below cites the effectiveness of visual aids on audience retention.
- Visuals add an important dimension to a presentation, that reinforce your major points, stimulate your audience, and work well in the physical setting of your presentation.

Question-4 What do you mean by Team Building? List some of the important types of Team Building Skills.

Answer- A group of people with different skills and different tasks, who work together on a common project, service, or goal, to achieve their goals. Team building is a collective term for various types of activities used to enhance social relations and define roles within teams, often involving collaborative tasks.

Team-building includes:

- Aligning around goals
- Building effective working relationships
- Reducing team members' role ambiguity
- Finding solutions to team problems

Team building is one of the most widely used group-development activities in organizations.

Team management is the ability of an individual or an organization to administer and coordinate a group of individuals to perform a task. Team management involves teamwork, communication, objective setting and performance appraisals.

Elements of a healthy and successful team: Cohesive leadership, Effective communication, Common goal, Defined team roles and responsibilities

Types of Team Building Skills

Having strong communication skills- to explain goals, delegate tasks, resolve conflicts between members, Facilitating Group Discussion, understanding the concerns of every member etc.

Having Problem Solving Skills- Goals specific problems, Interpersonal problems, Environmental problems, Achieving Consensus etc

Assuming a leadership role for a team- to make decisions when there is conflict, establish group goals, and confront team members that are not producing their best.

Teamwork Skills- to collaborate and cooperate with team members, listen to their ideas, and be open to taking and applying their feedback, Responding to Constructive Criticism etc.

Section – C

04X06 = 24 Marks

Note: 04 long type questions, each question carries 06 marks.

Question-1 What do you mean by thinking? What are the Core Thinking Skills? Discuss.

Answer- Thinking refers to the process of creating a logical series of connective facets between items of information. Most of the time, thinking just happens automatically but we can also make efforts to consciously think to solve a problem or decision making.

Thinking enables you to connect and integrate new experiences into your existing understanding and perception of how things are.

Thinking is the cognitive activities you use to process information, solve problems, make decisions, and create new ideas. You use your thinking skills when you try to make sense of experiences, organize information, make connections, ask questions, make plans, or decide what to do.

Core Thinking Skills- Thinking skills are cognitive operations or processes that are the building blocks of thinking. There are several core thinking skills including focusing, organizing, analyzing, evaluating and generating.

- Focusing – attending to selected pieces of information while ignoring other stimuli.
- Remembering – storing and then retrieving information.
- Gathering – bringing to the conscious mind the relative information needed for cognitive processing.
- Organizing – arranging information so it can be used more effectively.
- Analyzing – breaking down information by examining parts and relationships so that its organizational structure may be understood.

- Connecting – making connections between related items or pieces of information.
- Integrating – connecting and combining information to better understand the relationship between the information.
- Compiling – putting parts together to form a whole or building a structure or pattern from diverse elements.
- Evaluating – assessing the reasonableness and quality of ideas or materials on order to present and defend opinions.
- Generating – producing new information, ideas, products, or ways of viewing things.

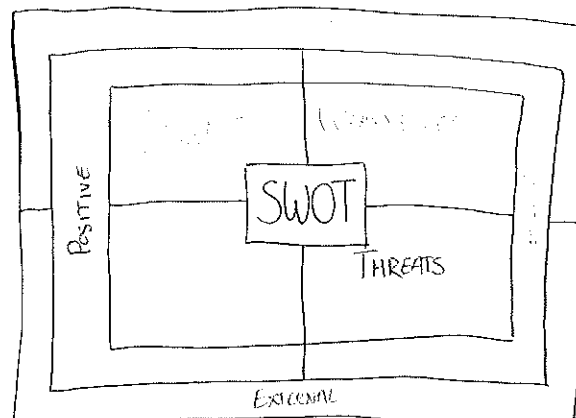
Question-2 What do you mean by SWOT analysis? Describe briefly the elements of SWOT analysis.

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 prospective.
- 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.



ELEMENTS OF A SWOT ANALYSIS

SWOT is an acronym that stands for: Strength, Weakness, Opportunity, Threat. These are considered as the elements of SWOT analysis-

- Strengths describe what an organization excels at and separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.
- Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: higher-than-industry-average turnover, high levels of debt, an inadequate supply chain or lack of capital.

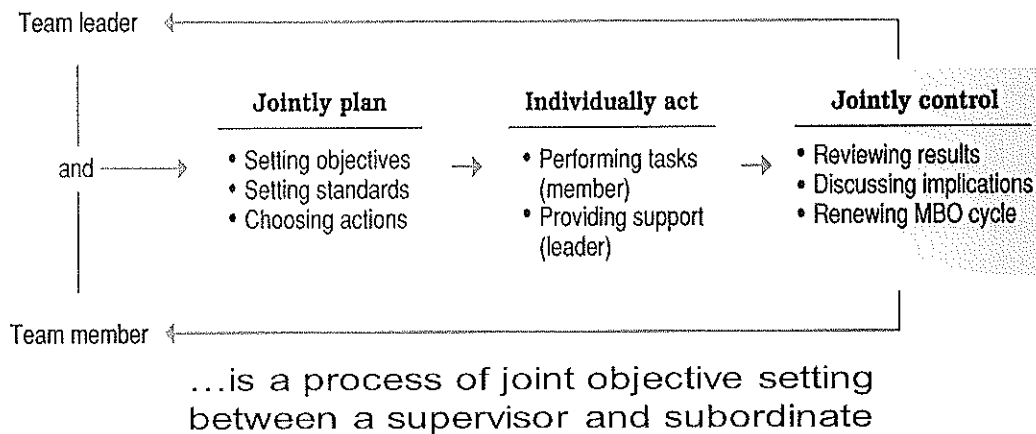


- Opportunities refer to favorable external factors that an organization can use to give it a competitive advantage. For example, a car manufacturer can export its cars into a new market, increasing sales and market share, if a country cuts tariffs.
- Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for inputs, increasing competition, tight labour supply and so on.

Question-3 Describe the process of Management by Objective (MBO).

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.

Management by Objectives (MBO)



The 6 steps of the MBO process are-

1. Define organizational goals
2. Define employees' objectives
3. Continuous monitoring performance and progress
4. Performance evaluation
5. Providing feedback
6. Performance appraisal

Question-4 Briefly explain the characteristics of Effective Communication.

Answer- Communication is the exchange of facts, opinion, idea or emotion between two or more than two persons of common interest. Many writers have defined communication in different ways: In the words of Keith Davis, "Communication is the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people. Communication is the way of sending information. It is the process of exchanging information between two or more persons to achieve mutual understanding with each other. The basic steps of communication are message composition, message encoding, transmission of a signal, to people by using technology. Finally, the message decodes and interpretation of the message by the recipient.

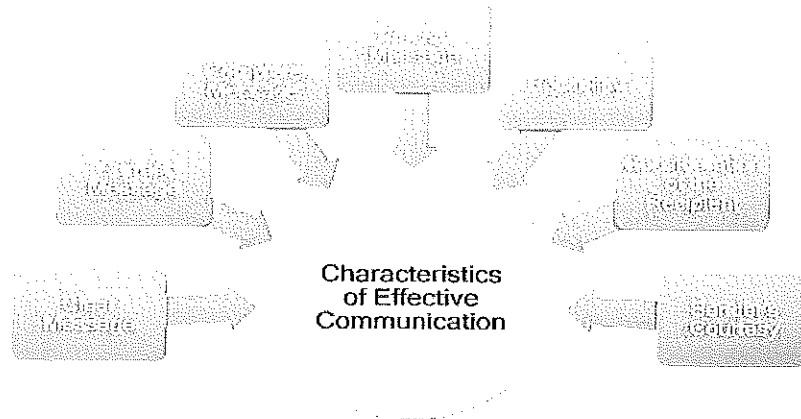


BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Business communication skills are skills that influence the way in which a person as a worker or the employee conveys information to another person associated with the business for which he or she works.

Characteristics of Effective Communication: Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

Effective communication is about delivering an information unambiguously, so that the receiver can decode it correctly. The various characteristics of effective communication are as under-



1. **Clear Message:** The message which the sender wants to convey must be simple, easy to understand and systematically framed to retain its meaningfulness.
2. **Correct Message:** The information communicated must not be vague or false in any sense; it must be free from errors and grammatical mistakes.
3. **Complete Message:** Communication is the base for decision making. If the information is incomplete, it may lead to wrong decisions.
4. **Precise Message:** The message sent must be short and concise to facilitate straightforward interpretation and take the desired steps.
5. **Reliability:** The sender must be sure from his end that whatever he is conveying is right by his knowledge. Even the receiver must have trust on the sender and can rely on the message sent.
6. **Consideration of the Recipient:** The medium of communication and other physical settings must be planned, keeping in mind the attitude, language, knowledge, education level and position of the receiver.
7. **Sender's Courtesy:** The message so drafted must reflect the sender's courtesy, humbleness and respect towards the receiver.

Effective Communication Skills: Conveying a message effectively is an art as well as a skill developed after continuous practice and experience. The predetermined set of skills required for an influential communication process are as follows:

- **Observance:** A person must possess sharp observing skills to gain more and more knowledge and information.
- **Clarity and Brevity:** The message must be drafted in simple words, and it should be clear and precise to create the desired impact over the receiver.
- **Listening and Understanding:** The most crucial skill in a person is he must be a good, alert and patient listener. He must be able to understand and interpret the message well.
- **Emotional Intelligence:** A person must be emotionally aware and the ability to influence others from within.
- **Self-Efficacy:** Also, he/she must have faith in himself and his capabilities to achieve the objectives of communication.
- **Self-Confidence:** Being one of the essential communication skills, confidence enhances the worthiness of the message being delivered.
- **Respectfulness:** Delivering a message with courtesy and respecting the values, beliefs, opinions and ideas of the receiver is the essence of effective communication.
- **Non-Verbal Communication:** To connect with the receiver in a better way, the sender must involve the non-verbal means communication too. These include gestures, facial expressions, eye contact, postures, etc.