

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****School of General Education****Session: 2019-20 (Summer Semester)****B. Voc. Program, 3<sup>rd</sup> Semester,****2<sup>nd</sup> 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.** Fill in the blanks with the correct option:

Peter works in the shop, \_\_\_\_\_?

**Q 2.** Write the opposite of the given word:

Polite

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

The rooms \_\_\_\_\_ by them. (had been locked /had being locked)

**Q 4.** The term *Siesta* in the *A Snake in the Grass* means:

- (i) a short nap
- (ii) a long holiday
- (iii) a working day
- (iv) a hot day

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

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

**Section – B****03X02 = 06 Marks****Q 6.** Explain the lines with reference to the context.

*The thing is somewhere here. If it is not found before evening, we will dismiss you.*

**Q 7.** Write the opposites of the given words:

- (i) Gentle
- (ii) Honest
- (iii) Active
- (iv) Well-mannered

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

(i) He won't tell her, \_\_\_\_\_?

(ii) I'm clever, \_\_\_\_\_?

(iii) He could have bought a new car, \_\_\_\_\_?

(iv) John is a very good student, \_\_\_\_\_?

**Section – C**

**03X03 = 09 Marks**

**Q 9.** What did the old beggar tell the family in the short story *The Snake in the Grass* when she came to know about a snake in their compound?

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

(a) alert

(b) happy

(c) forgiving

(d) strict

(e) kind

(f) selfless

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

(i) She had cooked some dishes.

(ii) I am taking tea.

(iii) John supported me.

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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.

Section – A

05X01 = 05 Marks

Q1. Fill in the blanks with the correct option:

- (i) Peter works in the shop, doesn't he?

Q 2. Write the opposite of the given word:

- (i) Polite- **Rude**

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

- (i) The rooms \_\_\_\_\_ by them. (**had been locked** /had being locked)

Q 4. The term *Siesta* in the *A Snake in the Grass* means:

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

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

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

Section – B

03X02 = 06 Marks

Q 6. Explain the lines with reference to the context.

*The thing is somewhere here. If it is not found before evening, we will dismiss you.*

**Ans.** These lines have been taken from the short story written by R K Narayan titled *Snake in the Grass*. The mother in the family speaks these lines to her servant Dasa. This is referred to a snake which enters her house. In these lines she is commanding her servant Dasa to catch the snake and throw the deadly reptile out of the house or else she would dismiss him.



- Q 7.** Write the opposites of the given words:
- (i) Gentle- **Strong**
  - (ii) Honest-**Dishonest**
  - (iii) Active- **Inactive**
  - (iv) Well-mannered- **Ill-mannered**

- Q 8.** Fill in the blanks with the correct tag question:
- (i) He won't tell her, **will he?**
  - (ii) I'm clever, **aren't I?**
  - (iii) He could have bought a new car, **couldn't he?**
  - (iv) John is a very good student, **isn't he?**

**Section – C**

**03X03 = 09 Marks**

- Q 9.** What did the old beggar tell the family in the short story *The Snake in the Grass* when she comes to know about a snake in their compound?

**Ans.** On hearing about the snake in their compound, the old beggar became happy and told them that they were fortunate as it was God Subramanya who came to visit them. She asked the family members not to kill the snake.

- Q10.** Construct sentences using each of the following words:

- (i) alert- **Mohan is always alert on duty.**
- (ii) happy- **Rama is very happy as she scored good marks in exams.**
- (iii) aggressive- **Ram is an aggressive person.**
- (iv) strict- **My teacher is very strict.**
- (v) kind- **My father is a kind person.**
- (vi) selfless- **Mother's love is selfless.**

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

- (i) She had cooked some dishes.      **Some dishes had been cooked by her.**
- (ii) I am taking tea.      **Tea is being taken by me.**
- (iii) John supported me.      **I was supported by John.**

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Registration No.: .....

# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2019-20 (Summer Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,

2<sup>nd</sup> 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.** Which among these is the important Govt. Program to help women entrepreneurs?
- a) Entrepreneurship Development Programme
  - b) Startups for Women
  - c) RFC sponsored EDPs
  - d) None of the above
- Q2.** What is the meaning of Entrepreneurship?
- a) Introducing new products
  - b) Introducing new technology
  - c) Searching new markets
  - d) None of the above
- Q3.** What is the full form of STEP?
- a) Support to technological enterprises for Women
  - b) Support to training and empowerment for Women
  - c) Support to technical training and employment for Women
  - d) Support to training and employment for Women
- Q4.** The acronym RIICO stands for.....?
- a) Rajasthan State Infrastructure Development & Investment Corporation Limited
  - b) Rajasthan State Industrial & Infrastructure Development Corporation Limited
  - c) Rajasthan State Industrial Development & Investment Corporation Limited
  - d) None of the above

**Q5.** The Stand-up India programme is meant for.....?

- a) Educated Youth having business Idea
- b) Technology based enterprise development
- c) Women and SC & ST communities
- d) All of the above

**Section –B**

**3\*2= 06 Marks**

**Q6.** What do you mean by Digital India Programme?

**Q7.** What are the objectives of SEED programme?

**Q8.** Explain the concept of Mudra Loan?

**Section –C**

**3\*3 =09 Marks**

**Q9.** What are the main aspects of PMKVY programme for Entrepreneur?

**Q10.** Discuss the objectives and key elements of Start-up India and Make-in-India programmes.

**Q11.** Explain briefly the role of RIICO & RFC in Entrepreneurship Development.

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**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. Which among these is the important Govt. Program to help women entrepreneurs?
  - a) Entrepreneurship Development Programme
  - b) Startups for Women
  - c) RFC sponsored EDPs
  - d) None of the above**
2. What is the meaning of Entrepreneurship?
  - a) Introducing new products
  - b) Introducing new technology
  - c) Searching new markets
  - d) None of the above**
3. What is the full form of STEP?
  - a) Support to technological enterprises for Women
  - b) Support to training and empowerment for Women
  - c) Support to technical training and employment for Women
  - d) Support to training and employment for Women**
4. The acronym RIICO stands for.....?
  - a) Rajasthan State Infrastructure Development & Investment Corporation Limited
  - b) Rajasthan State Industrial & Infrastructure Development Corporation Limited
  - c) Rajasthan State Industrial Development & Investment Corporation Limited**
  - d) None of the above
5. The Stand-up India programme is meant for.....?
  - a) Educated Youth having business Idea
  - b) Technology based enterprise development
  - c) Women and SC & ST communities**
  - d) All of the above

**Section –B**

**3\*2= 06 Marks**

**6. What do you mean by Digital India Programme?**

Answer- The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy.

In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India programme.

Vision of Digital India- The vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy.

**7. What are the objectives of SEED programme?**

Answer- Schemes operational under the SEED Programme have been formulated with the broad objective of-

- Providing opportunities to motivated scientists, engineers and field-level activists to take up time-bound research-oriented projects with inputs of science and technology for the benefit of disadvantaged sections of society.
- Projects are implemented through S&T institutions, University departments and S&T based voluntary organizations

**Following Schemes are operational under SEED programme-**

**A. Beneficiary oriented Schemes:**

- S&T for Women
- Tribal Sub-Plan: Technological Interventions for Tribal Empowerment (TITE)
- Scheduled Caste Sub Plan (SCSP)

**B. Technology Development related Schemes:**

- Long Term Core Support - Technological Advancement for Rural Areas (TARA)
- Technological Intervention for addressing Societal Needs (TIASN)
- Scheme for Young Scientists & Technologist (SYST)

**8. Explain the concept of Mudra Loan?**

Answer- The acronym MUDRA stands for Micro Units Development and Refinance Agency Ltd. MUDRA is an NBFC (Non-Banking Financial Corporation) supporting development of micro enterprise sector in the country.

**MUDRA provides refinance support to-**

- Banks / MFIs / NBFCs for lending to micro units having loan requirement up to 10 lakhs.
- Micro business under the Scheme of Pradhan Mantri MUDRA Yojana.

**Pradhan Mantri MUDRA Yojana (PMMY)-** Under this scheme, MUDRA has created products/ schemes namely 'Shishu', 'Kishore' and 'Tarun' which represents the stage of growth / development and funding needs of the beneficiary micro unit / entrepreneur-

Shishu: covering loans up to 50,000/-

Kishor: covering loans above 50,000/- and up to 5 lakh

Tarun: covering loans above 5 lakhs and up to 10 lakh

**Section –C**

**3\*3 =09 Marks**

**9. What are the main aspects of PMKVY programme for Entrepreneur?**

Answer- Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation.

The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

**Key Components of the Scheme are as under-**

- Short Term Training
- Special Projects
- Recognition of Prior Learning
- Kaushal & Rozgar Mela
- Placement Assistance
- Continuous Monitoring
- Standard Branding & Communication

**10. Discuss the objectives and key elements of Start-up India and Make-in-India programmes.**

Answer-

**Start-up India programme-**Through the Startup India initiative, Government of India promotes 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.

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.

**The main objectives of Startup India initiative are-**

- To encourage entrepreneurship and generate jobs.
- To build a robust eco-system for entrepreneurship and encourage enterprising individuals.
- To create an encouraging environment to take risk and go innovative for work.
- To empower startups to expand through innovation and design.

**Make-in-India programme-** The Make in India initiative was launched by Prime Minister in September 2014

The initiative was launched as part of a wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub. For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately. These are the sectors where likelihood of FDI (foreign direct

investment) is the highest and investment shall be promoted by the government of India.

**The main objectives make in India initiative are-**

- To focus on job creation and skill enhancement in various sectors of the economy
- To attract capital and technological investment in India
- It also aims at high-quality standards and minimizing the impact on the environment.
- To create a business-friendly atmosphere in the country by increasing ease of doing business as much as possible.

**11. Explain briefly the role of RIICO & RFC in Entrepreneurship Development.**

Answer-

**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.

**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.

**RFC's MAJOR LOAN SCHEMES – HIGHLIGHTS**

Youth Entrepreneurship Development Programme is one of the Flagship Programme in the State being implemented by RFC for the sole purpose of entrepreneurship development among the unemployed youth.



(A)

**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 full form of AIM is
  - a) Atal Innovayion Mission
04. The Ministry of Skill Development & Entrepreneurship along with Niti Ayog redrafted the guidelines of .....?
  - a) STEP
4. 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**

5. 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.
6. 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.
7. 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**

8. 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. DST-** Department of Science and Technology (DST): The DST comprises several arms that work across the spectrum on all major projects that require scientific and technological intervention. The Technology Interventions for Disabled and Elderly, for instance, provides technological solutions to address challenges and improve quality of life of the elderly in India through the application of science and technology. On the other hand, the ASEAN-India Science, Technology and Innovation Cooperation works to narrow the development gap and enhance connectivity between the ASEAN countries. It encourages cooperation in science, technology and innovation through joint research across sectors and provides fellowships to scientists and researchers from ASEAN member states with Indian R&D/ academic institutions to upgrade their research skills and expertise

9. 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, 3<sup>rd</sup> Semester,

2<sup>nd</sup> 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

**Q1.** The process of planning and controlling how much time to spend on specific activities is called:

- (a) Time management
- (b) Stress management
- (c) Finance management
- (d) Bad management

**Q2.** A behavioural sign of stress could be:

- (a) Laughter therapy
- (b) Grinding teeth
- (c) Yoga
- (d) None of the above

**Q3.** Time management is important because time is a:

- (a) Limited resource
- (b) Endless resource
- (c) Renewable resource
- (d) Man-made resource

**Q4.** Which of the following activity is a time waster?

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

**Q5.** It is important to take breaks between tasks to:

- (a) Refresh yourself mentally
- (b) Have a negative attitude
- (c) Breathe
- (d) None of the above

**Section B**

- Q6.** Name at least 6 physical signs of stress in human beings.
- Q7.** Explain the term 'Time Wasters'.
- Q8.** Draw a pictorial representation of effective time management.

**Section C**

- Q9.** Define stress and discuss the different causes of stress.
- Q10.** What do you understand by "Time Management" and explain in your words the importance of good time management.
- Q11.** Explain in detail the various techniques to manage stress.

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**School of General Education**  
**Session: 2019-20 (Summer Semester)**  
**B. Voc. Program, 3<sup>rd</sup> Semester,**  
**2<sup>nd</sup> 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 process of planning and controlling how much time to spend on specific activities is called:

**(a) Time Management**

**Ans2.** A behavioural sign of stress could be:

**(b) Grinding teeth**

**Ans3.** Time Management is important as time is a:

**(a) Limited resource.**

**Ans4.** Which of the following activity is a Time Waster:

**(d) All of the above**

**Ans5.** It is important to take breaks between tasks to:

**(a) Refresh yourself mentally**

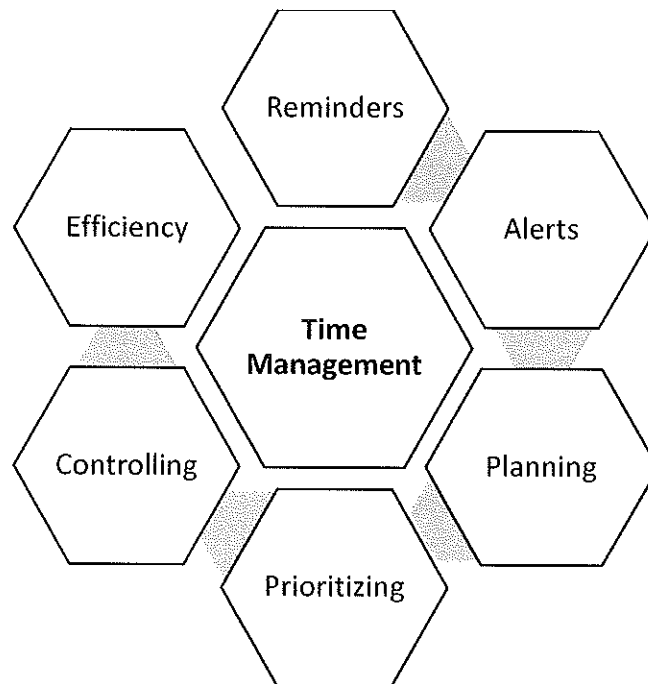
**Section B**

**(2\*3=6)**

**Ans6.** Some physical signs of stress in human beings could be increased heartbeat, high blood pressure, sweating, chest pain, heart attack, digestive disturbances, ulcers, accident proneness, alcoholism, headaches etc.

**Ans7.** 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.

**Ans8.** A pictorial representation of managing our time effectively:



### **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 causes of stress and some of them could be: Being fired from job, competition among fellow workers or classmates, family problems, the demands created by a new job, noisy environment, relationship problems, poverty, difficulties at workplace or place of study etc. The students will elaborate these with examples in their own words.

**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.

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Registration No.: .....

# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2019-20 (Summer Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,

2<sup>nd</sup> In-Sem. Examination

Course Code: GEN1306  
Course Name: Business & Management

Time: 1 Hour  
Max. Marks: 20

Section - A

05X01 = 05 Marks

Q1 "self-awareness" is about .....

- a) Understanding one's thoughts, feelings
- b) Understanding one's values and background
- c) Focusing your awareness on yourself
- d) All of the above

Q2 The four quadrants of the Johari Window Model are.....

- a) Open Self
- b) Blind Self
- c) Hidden Self
- 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 KISS in communication stands for.....

- a) Keep it short and simple
- b) Keep it simple and sweet
- c) Keep it short and sweet
- d) None of the above

Q.5. Self-Discovery is the ability.....

- a) To notice your feelings & Reactions
- b) To notice your physical sensations
- c) To notice your habits & behaviour
- d) All of the above

**Section – B**

**03X02 = 06 Marks**

- Q.1 Briefly describe the concept of General Management Skills.
- Q.2 What do you mean by Strategic thinking skills?
- Q.3 Discuss briefly about 4C's of Effective Communication,

**Section – C**

**03X03 = 09 Marks**

- Q.1 Write a short note on Johari Window Model of Self-awareness.
- Q.2 What are the 4-dimensions of communication skills?
- Q.3 What do you mean by Supervision and coordination skills.

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

**Course Code: GEN1306**

**Time: 1**

**Hour**

**Course Name: Business & Management Skills**

**Max. Marks: 20**

**Section – A**

**05X01 = 05 Marks**

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

Q1 "self-awareness" is about .....

- a) Understanding one's thoughts, feelings
- b) Understanding one's values and background
- c) Focusing your awareness on yourself
- d) **All of the above**

Q2 The four quadrants of the Johari Window Model are.....

- a) Open Self
- b) Blind Self
- c) Hidden Self
- 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 KISS in communication stands for.....

- a) Keep it short and simple
- b) Keep it simple and sweet
- c) **Keep it short and sweet**
- d) None of the above

Q.5. Self-Discovery is the ability.....

- a) To notice your feelings & Reactions
- b) To notice your physical sensations
- c) To notice your habits & behaviour
- 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 General Management Skills.

Answer- Most managers have both a specialized background and a set of managerial skills. You need expertise in a specialized activity, such as marketing, operations, or manufacturing to get started. As you work your way up from an entry-level position and demonstrate potential for learning and achievement, and gain managerial skills, you can earn promotions into managerial ranks.

To become a manager, you must demonstrate competence in three areas: technical, human relations, and conceptual skills.

- Technical -- knowledge and understanding of the mechanics of a specific job
- Human relations -- understanding of people and being able to effectively work with people



- Conceptual -- ability to think and see the relationships between various parts and the whole

Q.2 What do you mean by Strategic thinking skills?

Answer- Strategic thinking skills: Strategic thinking is a process that defines the manner in which people think about, assess, view, and create the future for themselves and others. Strategic thinking is an extremely effective and valuable tool. One can apply strategic thinking to arrive at decisions that can be related to your work or personal life. Strategic thinking involves developing an entire set of critical skills.

#### 4 key qualities of strategic thinkers

- They're always learning
- They always seek advice from others
- They're not afraid to take risks
- They never forget organizational purpose

#### Areas of strategic thinking skills

- Be proactive
- Understand counter arguments
- Constantly optimize
- Keep up-to-date with news and trends

Q.3 Discuss briefly about 4C's of Effective Communication,

Answer- There are **7 C's of effective communication** which are applicable to both written as well as oral communication. These are as follows:

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication develops and enhances reputation of an organization. Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
2. **Conciseness** - Conciseness means wordiness, i.e., communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words.
3. **Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e., the audience's viewpoints, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete.
4. **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:
  - It makes understanding easier.
  - Complete clarity of thoughts and ideas enhances the meaning of message.
  - Clear message makes use of exact, appropriate and concrete words.



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	<b>OPEN SELF</b> Information about you that both you & others know.	<b>BLIND SELF</b> Information about you that you don't know but others do know.
Unknown to Others	<b>HIDDEN SELF</b> Information about you that you know but others don't know.	<b>UNKNOWN SELF</b> 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 are the 4-dimensions of communication skills?

Answer- Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Business communication involves constant flow of information. Feedback is integral part of business communication.

Communication is the sum of all the things, one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding.

Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, Writing and Reading skills.

**Following are the 4-dimensions of communication skills-**

- **Speaking-** Speaking or verbal communication is perhaps the most frequently used way to get a message across at the workplace, and it includes meetings, presentations, workshops, in-person interviews, and telephonic and video conferencing.
  - It's direct, it costs nothing, and it's instant. It is also effective because it allows the receiver to pick up on critical non-verbal cues such as facial expressions, tone, pitch and body language.
  - This communication skill is best used in situations where establishing a personal connection is important, such as conflict-resolution scenarios, team-building exercises and while selling a product. But as more and more businesses go global and they work with partners, clients and customers all over the world, verbal communication is losing out to digital platforms.
- **Writing-** This is another powerful business communication skill, which embraces the gamut from email, internal business memos, formal letters, bulletin boards, posters, flyers, PPTs etc.
  - Effective writing requires careful choice of words that send out a message cogently and accurately.
  - This form of communication is reliable; it can be used to reach multiple individuals all at once; and is the best way to convey technical information.
  - Since it is precise and explicit, written communication is an effective tool to explain complex concepts and to issue instructions. It is unambiguous, and when the writer is articulate, he or she leaves no room for misinterpretation.
  - Written communication also creates a paper trail for future reference and it also helps the legal teams of large companies do their job.
- **Reading-** This is tough to master simply because more and more people, especially young people, are spending less and less time reading.



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- Many limit their 'reading' to social networking sites and instant messaging, while reading only when absolutely necessary.
- Yet, to be a successful employee, executive, manager or CEO, you need to master the art of reading simply because at least half your business communication is in written format. It is the better half of 'writing' in the paragraph above!
- **Listening**- Perhaps the most difficult business communication skill to practice, listening implies that you not only hear what someone is saying but also understand the content, decode all the non-verbal signals and filter the message without bias or prejudice.
  - Effective listening is a winning tool in every manager's toolkit, for it implies the ability to put oneself in someone else's shoes, something every employee craves - an empathetic ear.
  - Take that attitude to a much larger level and you have a company that listens to what its clients, customers and even the competition has to say.
  - A company that listens effectively is one that is open to ideas, feedback, innovations, has good organizational relationships, is willing to correct its mistakes and inevitably marches forward.

Q.3 What do you mean by Supervision and coordination skills.

Answer-

**Supervision skills**- Supervision is a quasi-managerial function. Supervision involves directing and overseeing the job of subordinates which normally include, rank and file employees, blue collar technicians and workers carrying out their operations in an organization. Supervisory function is performed with a view to ensure that subordinates work effectively and efficiently so that the organizational goals can be attained.

A person who performs the supervisory functions, is known as a Supervisor. One of the functions of supervisor is that he has to create a proper climate in the work group so as to enable them to co-operate with him and follow strictly his instructions, guidance and advice. Without this, the primary functions of supervisor by getting things done through his work group cannot be performed.

Besides creating a proper climate in the work group, a supervisor is supposed to be skilled with respect to the following aspects as well-

To provide the needed amenities: - The supervisor should ensure that the physical, informational and other resources are made available to workers on an adequate and timely basis.

- Capability of instructing and directing his group members: - The supervisor should be technically competent to instruct and direct his group members as to how to perform the tasks. Instructions may not be required by all the members in the group. The supervisor should try to promote self-reliance among members of his work group so that they need not unduly depend on him.
- Skills related to moving the group towards Performance of the Assigned Tasks: - Moving the group towards performance of the assigned tasks and attainment of the predetermined goals is an important competency of the supervisor. This is a control function with the aim of ensuring that what is planned is achieved at the level of the work unit.



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- **Activating the communication channels:** Activating the communication channels with the top level management is one of the important functions of the supervisor. The supervisor should be prompt, factual and honest in reporting to the top level management with regard to the state of the functioning of his unit, the nature of existing and emerging problems, etc.
- **Evaluating performance-** The supervisor evaluates the performance of the members of his work group in the light of set standards. This enables the supervisor to identify the weaknesses if any and to suggest corrective measures to rectify the same.

**Coordination skills-** Fundamental to good teamwork and therefore the success of your team is the ability to coordinate successfully with one another. Co-ordination is the unification, integration, synchronization of the efforts of group members so as to provide unity of action in the pursuit of common goals. It is a hidden force which binds all the other functions of management.

According to Mooney and Reelay, "Co-ordination is orderly arrangement of group efforts to provide unity of action in the pursuit of common goals". According to Charles Worth, "Co-ordination is the integration of several parts into an orderly whole to achieve the purpose of understanding".

Co-ordination is an integral element or ingredient of all the managerial functions as discussed below: -

- Co-ordination through Planning** - Planning facilitates co-ordination by integrating the various plans through mutual discussion, exchange of ideas. e.g. - co-ordination between finance budget and purchases budget.
- Co-ordination through Organizing** - Mooney considers co-ordination as the very essence of organizing. In fact, when a manager groups and assigns various activities to subordinates, and when he creates department's co-ordination uppermost in his mind.
- Co-ordination through Staffing** - A manager should bear in mind that the right no. of personnel in various positions with right type of education and skills are taken which will ensure right men on the right job.
- Co-ordination through Directing** - The purpose of giving orders, instructions & guidance to the subordinates is served only when there is a harmony between superiors & subordinates.
- Co-ordination through Controlling** - Manager ensures that there should be co-ordination between actual performance & standard performance to achieve organizational goals.

The areas of Skills Development related to Coordination Skills relates to the following-

- Learn how to be a clear communicator. Check your team have understood you correctly.
- Learn to be a better listener.
- Learn how to give feedback.
- Learn how to receive feedback.
- Become better at managing deadlines.
- Check-in regularly with your team to find out how they are progressing with their individual tasks.



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## 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

#### 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 or 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.

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Four Regions

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- what is unknown by the person about him/herself and is also unknown by others - unknown area or unknown self

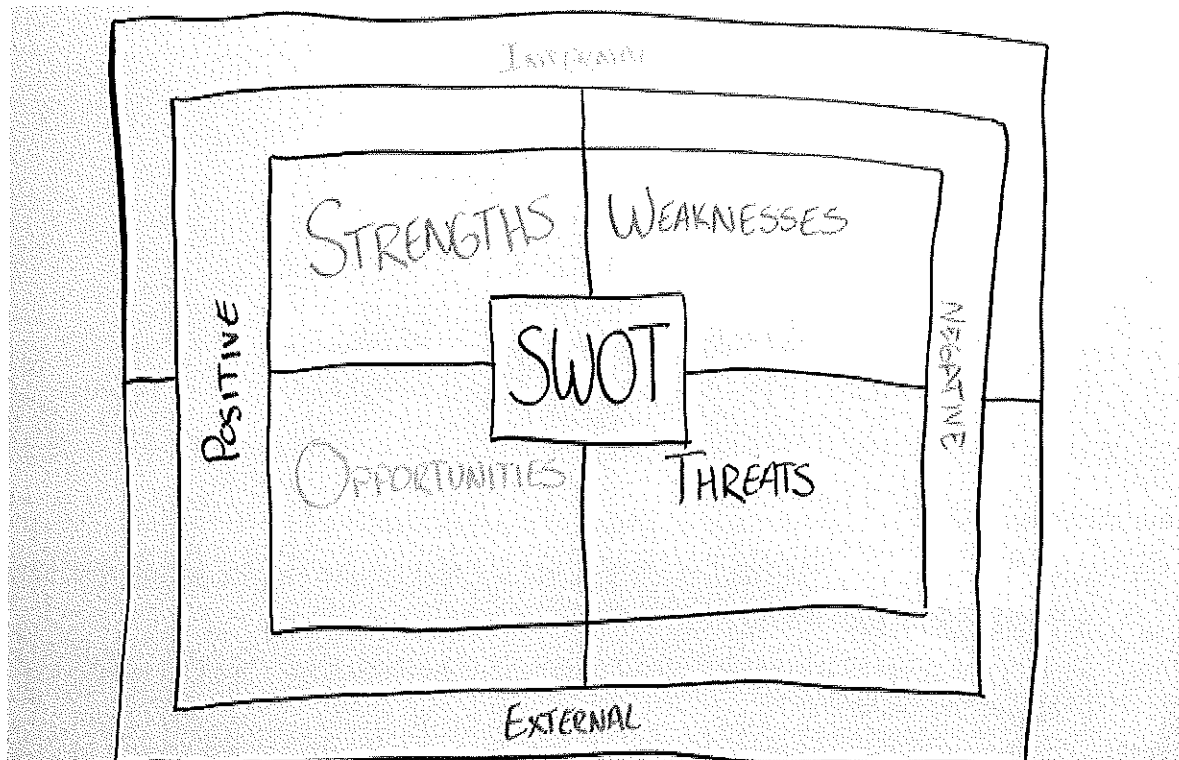
## Q.2 What is SWOT analysis?

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 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.

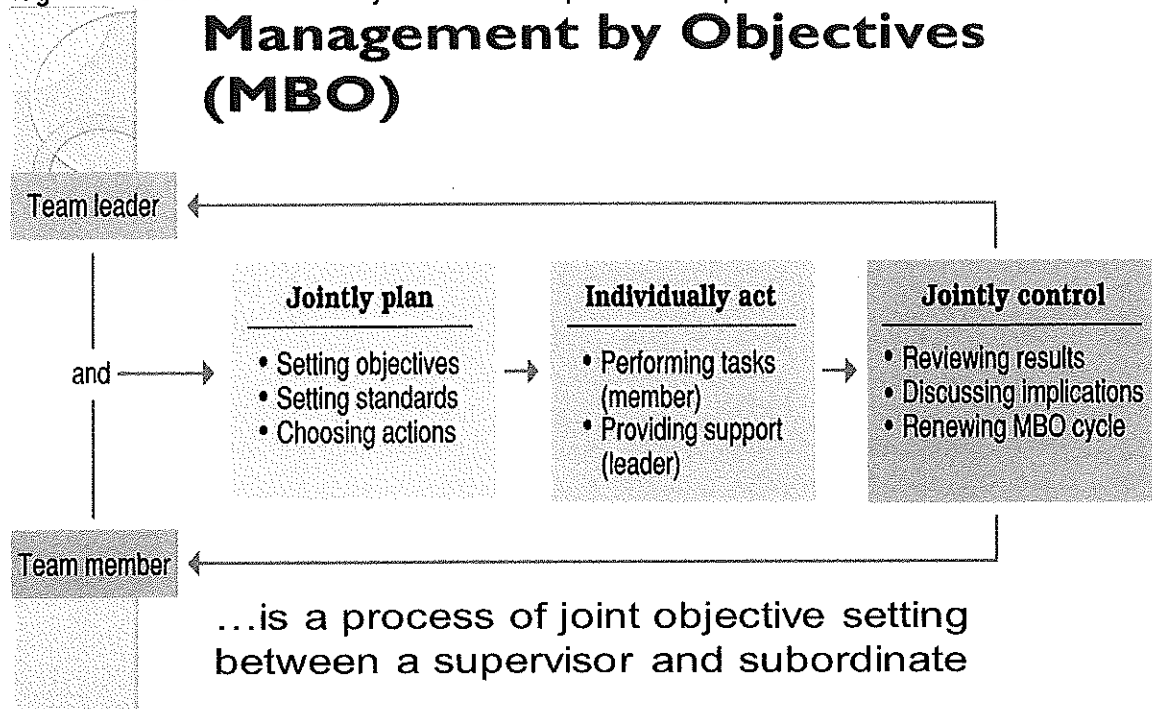
**The following are the main aims of SWOT analysis;**

- 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.



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.

