

Unique Paper Code : 61018629
Name of the Paper : Communication Competency
Name of the Course : B.Voc (Web Designing)
Semester : VI
Duration : 3 Hours
Maximum Marks : 75 Marks

Instructions for Candidates

This Question paper is prepared based on Open Book Examination (OBE Mode)

Attempt any four questions.

All questions carry equal marks.

1. Define Grapevine Communication. Explain the 7C's of Communication and illustrate with sufficient examples.
2. "Superiors take decisions and convey them to their subordinates" Identify the type and effectiveness of this type of communication.
3. How can the presenter analyse the audience before giving presentation? Mention few tips for an effective presentation.
4. Imagine you have to appear in an interview for the post of Executive Manager at DFG International Ltd. Draft an interview that you anticipate to happen. Write at least 10 responses each.
5. Analyse following situations, identify the barriers that affect the listener and suggest remedies to overcome from it.
 - (a) Kavita is in the class and the teacher is explaining different steps of computer programming. But Kavita is amused about the hair style of the teacher and is wondering how he will look without any hair.
 - (b) Neha is attending her Maths class in school. The day before she received news that her grandmother is hospitalised and in a critical position. She is looking at the teacher but not able to focus on the class. The teachers asked her a question which she fails to answer the question.
6. "Actions speak louder than words". Explain the importance of Non-verbal communication.

Unique Paper Code : **61018616**

Name of the Paper : Entrepreneurship

Name of the Course : B.Voc. (Web Designing) / B.Voc.(Baking Finance Services
and Insurance

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates:-

1. This question paper is prepared based on Open Book Examination (OBE) mode.
2. Attempt any **4** out of **6** questions
3. All questions carry equal marks.

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1. Discuss the motivating factors influencing people to become an entrepreneur ?
 2. What are differences between Intrapreneurship and entrepreneurship? Intrapreneurship is also known as corporate entrepreneurship, explain.
 3. Discuss the problems faced by the entrepreneur in context of micro small and medium enterprises of India.
 4. What is the meaning and importance of innovation? What are the mental block to creativity ?
 5. Distinguish between Angel Financing and Venture Capital Finance.
 6. Write business plan of your choice of IT Sector or Banking Sector.

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Unique Paper Code : 61018622
Name of the Paper : Industrial/Organizational Psychology
Name of the Course : B.Voc (Printing Technology)
Semester : VI
Duration : 3 Hours
Maximum Marks : 75 Marks

Instructions for Candidates

This Question paper is prepared based on Open Book Examination (OBE Mode)

Attempt any four questions.

All questions carry equal marks.

1. Explain the various stages that an organization goes through during its formation.
2. Explain various bases of power derived from both formal and informal structures in the organization. Illustrate with examples.
3. *“Today’s workplace is enveloped by the fear of downsizing, loss of job security, overwhelming change in technology and the stress of having to do more with less . . . managers [need to] establish the type of caring, spirited workplace that will ignite employee commitment.”*
Elaborate on the challenge highlighted in the above lines.
4. Explain Maslow’s Need Hierarchy theory of Motivation. Do you think that the assumptions of Maslow are hypothetical?
5. Critically explain the Trait theory of Leadership. What do you think are the qualities of an effective leader?
6. Northern Centre for Families (NCF) and Southern Social Services (SSS) are local government agencies specializing in family, child and social work in rural areas. After attending a conference on performing social work in small communities, the directors of both the centres return with plans to address the issues faced by social workers with their clients. NCF’s director sends out a memo to employees stressing that dual relationships are a conflict of interest prohibited by the organization. In the memo, she states that a dual relationship could be grounds for employee termination and encourages employees to report any non-sanctioned interaction between social workers and their clients. The memo also included the construction of a new employee lounge, mentioning that employees will eat their lunches in the office, rather than off campus. The director of SSS holds a meeting with his staff to discuss the organization’s role and purpose to improve people’s life in the community. He shared what he has learned at the conference. The SSS director explains that he will make it his personal mission to solve the problem of dual relationships and asks employees for their input and active participation in overcoming this obstacle to reform the organization in order to better serve the community.
(a) Identify and explain the leadership practised by the directors of NCF and SSS, transactional or transformational? Which style of leadership do you think will be effective?

Set-2

Unique Paper Code	:61018630
Name of the Paper	: Effective Leadership
Name of the Course	: B.Voc (Web Designing) (GEC-6.2)
Semester	: VI
Duration	: 3 Hours
Maximum Marks	: 75

Instructions for Candidates:

- (i) Attempt any **four** questions.
- (ii) All questions carry equal marks.

1. What is Authentic Leadership? Why do ethics and trust matter in Leadership? How can organisations select and develop effective leaders?
2. “In business, poor communication costs money and wastes time. In contrast, effective communication is an asset for organisation and individuals alike”. Discuss. What are the unique challenges to the oral, written and non-verbal communication?
3. “Leadership is strongly affected by the situation from which the leader emerges and in which he operates”Discuss the statement. Identify the conditions under which highly task oriented and highly people oriented leaders can be successful based Fiedler’s Contingency theory.
4. What is the difference between a team and group? Explain the factors that determine the effectiveness of the teams.
5. Why does social loafing occur in groups? Explain the different ways to combat social loafing.
6. You are given the task of hiring a manager for a fast food restaurant.The operations are highly standardised and employees have very specific job descriptions. The person will be in charge of managing a team of 30 employees.There is a high degree of turnover among employees so retention will be an important priority.Most employees who work in the restaurant are young with low levels of work experience, and few of them view the restaurant business as a full-time career.In this company, managers are often promoted from within and this position is an exception.Therefore, the incoming manager may not expect a warm welcome from the employees who were passed over for a promotion, as well as their colleagues.Finally, position power of the manager will be somewhat limited because employees are unionized. Therefore, the manager will have limited opportunities for distributing pay raises or bonuses.
 - (i) Identify the leadership traits and behavioral styles that are desirable for this situation.
 - (ii) Develop interview questions to be used in hiring this manager. Your questions should be aimed at predicting the leadership capabilities of the person in question.

Unique Paper Code : 61018623
Name of the Paper : Entrepreneurship and Small Business
Name of the Course : B.Voc. (Printing Technology) / B.Voc. (Healthcare Management)/
B.Voc. (Retail & IT Management)
Semester : VI Semester
Duration : 3 hours
Maximum Marks : 75 Marks

Instructions for Candidates

- This question paper is prepared based on Open Book Examination (OBE) mode.
 - Attempt any 4 questions out of 6 questions.
 - All questions carry equal marks
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1. Is innovation and creativity interchangeable? Explain the numerous advantages of creativity to entrepreneur.
2. Discuss the business philosophy and value system of any ONE contemporary role model in Indian business.
3. Discuss the various factors to be considered by an entrepreneur while conducting a feasibility test.
4. Explain the role and functions of business incubators and angel investors. How these act as important financial resources for start-up firm.
5. What are the problems faced by start-up firms? Discuss appropriate remedies to solve these problems.
6. Explain various components and steps involved in preparing a marketing plan for success in a competitive market.

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Unique Paper Code	62345625
Name of the Course	B.A. Programme
Name of the Paper	Multimedia and Web Designing
Semester	VI
Duration	2 Hours
Maximum Marks	75
Students admitted in the year	2015, 2016, 2017,2018

Instructions for Candidates

Attempt any 4 questions. All the questions carry same marks.

1. A user is using text, art, audio, video and animation in an application. What is this type of application called? Explain how such applications are better than simple text-based applications. Explain any three storage media used to store such projects. How do you change the color depth of a still image to be stored as a bitmap? List any three sources of bitmap images. Name and describe the technique used to convert a 24-bit scanned image to an 8-bit image. List any two softwares which can be used for creating vector based drawings.
2. A designer wishes to create a multimedia project for playing songs under different categories (happy, sad, old, new etc). For each category, an animation also needs to be added to make the interface attractive. A user can select a category and click on a song title so that the corresponding song (music file) is played. Describe the basic stages followed by the designer to create this project. Which kind of format stores music files in the form of musical notes? Which alternative format is available for storing music? Compare the two formats discussing any two advantages of each format. Which technique will be followed to create a video animation in which face of a man changes to face of a woman? Name and describe the technique used in creating an animation of a walking man. How are hypertext and hypermedia useful in creating multimedia projects and websites?
3. Accounts Department of ND College wishes to collect information from students pertaining to fees paid by them. For this, a form needs to be uploaded on the college website. Write HTML code to create a form with the following elements:

Label	Type	Specifications
User Name	Text Box	Size of textbox = 10, Maximum length of text allowed = 15
Password	Password	Character displayed in the box=""

Gender	Option Buttons	Option 1: Male Option2: Female
Course	Dropdown list	Options – BA, BCom, BSc
Fees Paid for Year	Check Boxes	Options – I, II, III
OK	Submit	---
Clear	Reset	---

4. University of Delhi wishes to create a website “CollegeDekho.com”. This website hosts video clips showing different colleges of University of Delhi. Explain the various file formats that can be used to store the different video clips. The website takes a lot of time to load because of the heavy video content. Explain the technique that can be used so that the site loads faster. A sound file is downloaded from a computer installed in a distant location. Is the file accessed through Internet or Intranet? Justify your answer. Describe the type of tools used for developing a multimedia project with events and elements organized on a timeline. List names of any two software tools which support this approach.
5. Create the following webpage with four frames (using HTML):

Green	Text displayed in Green color	1. Bold 2. Italic 3. Underline
Blue		
Red	Image <DU logo>	

When a user clicks on “Green” in the leftmost frame, a message “Text displayed in Green color” appears in Green color in the top middle frame. Similarly, by clicking on Blue and Red hyperlinks, message is displayed in Blue and red color respectively in the top middle frame. The rightmost frame displays a numbered list as shown.

6. In one of the scenes in a movie, the director wants to display the image of Qutub Minar in the background. Explain how this can be accomplished in a video. Name the effect. Do you expect a non-interactive multimedia project to be linear or nonlinear? Justify. Given a 9 by 12 inch page, what is its width and height respectively in Portrait and landscape orientation? For developing a multimedia project, the designers need to

connect hardware to the computer. List and describe any two connection methodologies commonly used. Name any two file formats each for storing audio, video and animation files on a storage medium.