

## IMBA Sem-1 Examination

## MDC-IMBA-114

## Technology and Logical Thinking in Business

January-2024

Time : 2-00 Hours]

[Max. Marks : 50

**Instructions:**

1. Please read the questions carefully before writing answers.
2. Draw the figures/diagram wherever required
3. Section-A Science & Technology in Business -25Marks and Section-B Logic and Critical Thinking -25Marks
4. Composite Time for the both sections
5. Use of calculators is NOT allowed
6. Figures to the right indicate full marks.

**SECTION A: Science & Technology in Business**

**Question 1:** Enlist the types of digital marketing and the “Do’s and Don’ts of digital marketing”

[10 marks]

Or

**Question 1 (a):** Why should social media be used for business?

[5 marks]

**Question 1 (b):** Enlist and briefly explain the five ethical dilemmas of the tech industry

[5 marks]

**Question 2:** Why is renewable energy needed and what is the difference between renewable and non-renewable energy source?

[10 marks]

Or

**Question 2 (a):** What are the tools and technologies for implementing personalized marketing strategies?

[5 marks]

**Question 2 (b):** When should a business start look for a CRM Software?

[5 marks]

**Question 3: Attempt any Five out of Six**

[5 marks]

Fill in the blanks

- a. More than \_\_\_\_\_ billion people across the world use social media
- b. X (formerly known as Twitter) reaches \_\_\_\_\_ million users worldwide
- c. YouTube ads have the potential to reach \_\_\_\_\_ billion users
- d. CRM stands for \_\_\_\_\_
- e. In Pay-Per-Click (PPC) advertising, the advertiser pays a fee only when a user \_\_\_\_\_ on the advertisement
- f. SEO stands for \_\_\_\_\_

P.T.O.

## Section B: Logic and Critical Thinking

**Question 1 :** Explain the term critical thinking and enlist the steps of critical analysis [10 marks]

Or

**Question 1 (a):** Enlist and briefly explain the ten rules for ethical arguments [5 marks]

**Question 1 (b):** Enlist the seven different thinking habits according to California Critical thinking Disposition inventory [5 marks]

**Question 2 :** Explain briefly Deductive and Inductive argument with example [10 marks]

Or

**Question 2 (a):** Explain mood and figure or categorical syllogism? [5 marks]

**Question 2 (b):** Explain Categorical and Conditional proposition with example [5 marks]

**Question 3: Attempt any Five out of Six** [5 marks]

**Mention True or False**

- All reasoning is mental activity but all mental activity is not reasoning
- Interrogative and Exploratory sentences are not propositions because they cannot be affirmed, denied or judged to be true or false
- All sentences are propositions but every proposition is not a sentence
- Mental models are the filters we use to understand the world.
- Pathos is used to convey the writer's credibility and authority.
- Ethos is the appeal to emotion

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