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0502E1445

Candidate's Seat No : _____

IMBA (Rep.) Sem.-1 (NEP) Examination

MDC-M-IMBA-114

Technology & Logical Thinking in Business

February-2025

[Max. Marks : 50

Time : 2-00 Hours]

Instructions:

1. The figures on right hand side indicates marks.
2. Use of calculator is NOT allowed

SECTION A: Science & Technology in Business

Question 1 (a): How businesses can take advantage of technology moving forward [5 marks]

Question 1 (b): What are the different types of digital marketing? Also mention the "Do's and Don'ts of digital marketing" [5 marks]

Or

Question 1 (a): Enlist and explain briefly the five dilemmas for the tech industry. Which one do you consider most important and why? [5 marks]

Question 1 (b): Why do you think renewable energy is important? Give advantages and disadvantages of any one of the renewable energies [5 marks]

Question 2 (a): Why should social media be used for business? [5 marks]

Question 2 (b): Enlist all E-business models and briefly explain with example any three E-business models [5 marks]

Or

Question 2 (a): Enlist and briefly explain the five ethical dilemmas of the tech industry [5 marks]

Question 2 (b): What is CRM and briefly explain how does CRM software help your business? [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. Explain briefly role of CRM in business.
- e. In Pay-Per-Click (PPC) advertising, the advertiser pays a fee only when a user _____ on the advertisement

(P.T.O)

- f. In the field of Technology in Business, SEO is a commonly used word. Here E stands for _____

Section B: Logic and Critical Thinking

Question 1 (a): What do you understand by critical thinking? Why is it important? Elaborate the steps of critical analysis [5 marks]

Question 1 (b): Explain in brief the framework for ethical decision making [5 marks]

Or

Question 1 (a): What is a syllogism, categorical syllogism and four conditions of a standard form of syllogism? [5 marks]

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

Question 2 (a): Enlist and explain the methods of Quantitative data analysis [5 marks]

Question 2 (b): Explain briefly Deductive and Inductive argument with example [5 marks]

Or

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

Question 2 (b): Enlist their name, logical function and usage of the five logical operators by giving examples [5 marks]

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

Fill in the blanks

- 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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