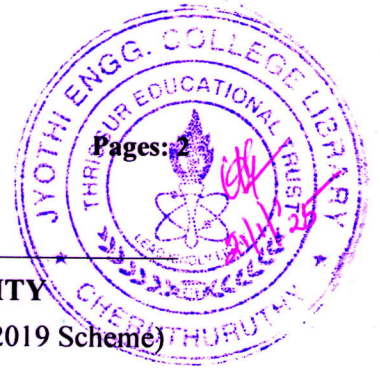


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Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

B.Tech Degree S1 (S, FE) S2 (S, FE) Examination December 2024 (2019 Scheme)

**Course Code: HUN 101**

**Course Name: LIFE SKILLS**

Max. Marks: 50

Duration: 2 Hours

**PART A**

*Answer all questions, each carry 5 marks*

Marks

*(Each answer should not exceed 400 words)*

- |   |  |     |
|---|--|-----|
| 1 | Differentiate between lateral thinking and vertical thinking.  | (5) |
| 2 | How are Groups classified? Identify the type of group constituted in each of the given situations.<br>(a) An enquiry committee constituted to investigate a specific incident.<br>(b) The Engineering department of a company.<br>(c) A group of members of a movie fans club. | (5) |
| 3 | Explain briefly VUCA leadership.   | (5) |
| 4 | Describe Polya's four step problem solving strategy.   | (5) |
| 5 | Differentiate between group discussion and debate.   | (5) |

**PART B**

*Read carefully the following case and answer the questions given below*

- 6 Arjun, Eric, Namita and Karan co-founded an internet-based business – Kane.com, for senior citizens. In the group, Eric and Arjun handled the technical aspects while Namita and Manu took care of the business angle. Their business was doing pretty well and had around 45,000 registered customers. As the administrators, Eric and Arjun had access to all the details of the customers and were in a position to gain access to their browsing patterns, interests etc. One day, Namita was approached by Rahul, an old classmate who works for Metro Marketers, with a proposal – Metro wanted to buy the personal information and browsing data of all of Kane's customers for a substantial amount. Metro planned to use this for marketing a healthcare related product. He also hinted that they had first planned to approach SeniorCare – Kane's competitor, where they are sure the response will be positive, but he personally

asked that Kane may be given the first chance. Since Kane really needed the money, Namita wanted to give her okay to the plan, but Eric and Karan were against it. Eric said, "Sure we can collect all the data they require, but it doesn't seem very ethical. And it's even more wrong if we were to sell it for money. If we are giving them the data, we must alert all the customers and ask for their informed consent." Karan's opinion was that going with Metro's plan would be against the privacy policy, terms and conditions etc. that customers agree with when they join the site. "If people come to know about it, we will be in big trouble. All the bad publicity will negatively affect the business." However, Arjun contended that people don't read the privacy policy, anyway. So, it is highly unlikely that anyone would notice what it says. 'Informed consent' notifications will probably just scare away customers. Namita too, agreed with Arjun and said, "If Kane doesn't give the data, then SeniorCare will. And we can really use the money since we need to invest more to grow. Also, Rahul put this deal through as a personal favour. He is a very influential businessman." Finally, it was agreed that Namita can take the decision and the others would go along with it.

1. Who are the key players in this situation? (3)
2. What options does Namita have in this case? List them. (4)
3. What are the moral and ethical issues that arise in this situation? (4)
4. It is common knowledge that very few people read documents such as Terms & Conditions, policies etc. What steps can be taken to avoid the communication gap that occurs due to this? (5)
5. How can Kane go into the deal while ensuring that they don't do anything unethical? (5)
6. If you were in Namita's position, what would you do? Justify your answer. (4)

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