

JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (JANUARY 2022)
BBA-I Semester

Time: 1 Hour
Marks: 20

Course: Understanding and Leading Self
Course Code: LD1101

Section- A

Instructions: Attempt all the questions.

1. Keeping in mind the exercises and assessment undergone in the course identify What is your unique value proposition? How it makes you different from others and how your uniqueness will help you in achieving your goals (5 marks)

2. Arrange the given points in order of its relevance to you? Explain which is most important and least important for achieving your personal excellence and why?

(5 marks)

- a. Attitude
- b. Money
- c. Passion
- d. Purpose
- e. Happiness
- f. Success
- g. Gratitude
- h. Failure
- i. Service

3. Read the following passage and answer the questions

Purnota Bahl, an alumnus of the Indian School of Business (ISB), established **Cuddles Foundation**, which is India's only organization that provides a dedicated, nutrition-centered service charted down by professional nutritionists for underprivileged families fighting cancer.

Purnota comes from a marketing background and had been pledging a part of her salary to the Tata Memorial Hospital for many years in the hope that it would fund the treatment of cancer-afflicted kids from low-income households. Purnota was on maternity leave and was visiting the Tata Memorial Hospital to follow-up on how her donated money was being utilized. She identified that while the hospital received funds and donations for treatment on a daily basis, there was no money donated for food.

This reality gave Purnota a sense of purpose, and she immediately decided to route all her funds to meet the nutritional requirements for underprivileged children and their caregivers as and when informed by the social worker at Tata Memorial. The startup which was a self-funded initiative soon began to exceed the financial capabilities of Purnota and her husband,

but nothing was going to deter her from her chosen path. She quit her job, teamed up with her friends, and launched the Cuddles Foundation as a social startup in 2011.

Today, the organization, which is a 100 percent women-run establishment, has branched out to 13 cities across India with 22 hospitals on board as their partners to the cause. Each of these hospitals has assigned nutritionists, who interact with the kids and their parents to understand and assess the level of malnutrition and the kind of cancer.

Recently, Cuddles also launched a mid-day meal scheme for parents who spend hours making hospital rounds, as a giveback to the caregivers who usually forget that they need to take care of themselves, as well.

Purnota makes it a point to mention that one must not consider pursuing philanthropy after retirement. "In recent years, one can see a steady rise in startups, whose model of operations is centered on driving social impact. The idea that only retired people engage in philanthropy is a myth we need to bust by considering the field as a serious career option," she says.

(Reported by: Lekshmi Priya S, September 29, 2018, www.thebetterindia.com)

- a. How would you assess Purnota's act of setting up "Cuddles Foundation". What lessons you draw from it. What is the relevance of such act in yours and others life, as every act of help may not give you recognition in society? **(5 marks)**
- b. Analyze the personal characteristics of Purnota which made her successful. With reference to the given passage, explain the relevance of barriers and difficulties in achieving one's goal? **(5 marks)**