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Institute of Engineering and Technology,
Institute of Management, Institute of Design
End Term Examination, May 2026
BTech, BBA, BDes, Semester II, 2025-2029

Roll No.....

CC1102: Critical Thinking and Storytelling.

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Mention all the assumptions for your answers clearly.
3. Attempt any 3 questions.

Q. 1 "Increasing automation is changing the nature of work across industries." 10.0
Use Question Formulation Technique (QFT) and Bloom's Taxonomy to analyze the (CO1)
above statement.

1. Demonstrate each stage of QFT in a structured, systematic and clear format. (5)
2. Label all the questions according to Bloom's Taxonomy. (5)

Q. 2 A company launches a new policy that reduces work-from-home flexibility. Officially, 10.0
the reason given is to improve collaboration and productivity. (CO4)
However, one employee shares a personal story online describing how the policy has
negatively affected their work-life balance. The story is emotional, relatable, and
widely shared among employees. Soon, a dominant narrative emerges within the
organization that "the company doesn't care about employees."
Over time, even neutral actions by management are interpreted through this lens,
reinforcing dissatisfaction and mistrust.

Question: How does the employee's story evolve into a dominant organizational
narrative, and in what ways can this narrative both shape perceptions and distort
reality? As a critical thinker, evaluate the situation by distinguishing between facts and
interpretations, and suggest how leaders should respond effectively.

Q. 3 A post on social media claims that a well-known company exploits its employees by 10.0
making them work overtime without pay. The post includes an emotional personal (CO2,5)
story and quickly gains traction. Influencers and users begin sharing it widely, calling
for a boycott.
Within days, the company's reputation suffers significantly. Later, it is revealed that
the story was based on a single unverified account and lacked full context.

Questions:

1. Identify the cognitive bias or thinking error influencing public reaction. (4)

2. How does the emotional storytelling format make the claim more persuasive? (3)
3. What steps should a critical thinker take before accepting or sharing such social media narratives? Mention at least 3 steps. (3)

Q. 4 Ankit is a project manager in a consulting firm. During an important client meeting, one of his team members, Priya, remains unusually quiet and does not contribute much to the discussion. The client asks a few technical questions, which Ankit answers himself, assuming Priya is unprepared. 10.0
(CO2, 3)

After the meeting, Ankit concludes that Priya lacks confidence and is not capable of handling client-facing roles. He decides not to include her in future high-visibility meetings and instead assigns her more backend tasks.

A week later, Ankit learns from another colleague that Priya had actually prepared extensively for the meeting but chose to stay quiet because she felt Ankit was interrupting frequently and not giving her space to speak.

Questions:

1. Apply the Ladder of Inference to illustrate how Ankit jumped to conclusion and how he could have avoided that through the reflexive loop. Clearly identify, observable data, selected data, assumptions, and conclusion. (6)
2. What key information did Ankit fail to consider? (2)
3. If you were Ankit, what would be two better actions you could take before forming a judgment? (2)

all the best!