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Subject Code:- AMIBA0405

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: IV - THEORY EXAMINATION (20 - 20)

Subject: Design Thinking-I

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. In what way the design mindset differs from a traditional problem-solving approach? (CO1, K2) 1
- (a) It emphasizes following predetermined steps and procedures
 - (b) It focuses on creativity, empathy, and human-centered solutions
 - (c) It disregards user needs and preferences
 - (d) It relies solely on analytical thinking and data-driven solutions
- 1-b. How defining the problem in the define phase affect the rest of the design thinking process? (CO2, K2) 1
- (a) It has no real impact
 - (b) It guides the direction and focus of all subsequent steps
 - (c) It reduces the importance of testing
 - (d) It dictates the marketing strategy only
- 1-c. Why is it important to integrate ethical behavior into the design thinking process? (CO3, K2) 1
- (a) It helps in obtaining patents
 - (b) It builds trust and credibility among users\
 - (c) It is only necessary for healthcare products
 - (d) It increases the speed of the design process
- 1-d. How creating a model solution interacts with the POV statements and 1

personas? (CO4, K2)

- (a) It disregards them in favor of expert opinions
- (b) It tests and refines the designs based on these predefined user perspectives
- (c) It is only relevant in the final stage of product launch
- (d) It is used to choose the best financial investment

- 1-e. An activity in which a critical thinker would be likely to engaged in. (CO5, K2) 1
- (a) Adopting the consensus view without question
 - (b) Challenging the validity of information and its sources
 - (c) Depending on emotional responses to make decisions
 - (d) Avoiding complex and ambiguous situations

2. Attempt all parts:-

- 2.a. Define the design mindset and its significance. (CO1, K1) 2
- 2.b. Describe the impact of globalization on the design thinking strategies of multinational companies. (CO2, K2) 2
- 2.c. Enumerate the benefits of incorporating feedback from diverse user groups into the design process. (CO3, K1) 2
- 2.d. Illustrate the process of integrating user feedback into developing model solutions. (CO4, K3) 2
- 2.e. Describe the impact of groupthink on decision-making in teams. (CO5, K2) 2

SECTION-B 15

3. Answer any three of the following:-

- 3-a. Write a descriptive note on benefits of innovation in user centric problem solving. (CO1, K1) 5
- 3-b. Discuss the five stage process of design thinking in detail. (CO2, K2) 5
- 3-c. Discuss the importance of cultural sensitivity in global product launches and its effect on market success. (CO3, K2) 5
- 3-d. Create a persona of a student seeking admission in the graduate program in Management in a reputed institute of National Capital Region. (CO4, K6) 5
- 3.e. Discuss the characteristics of critical thinkers. (CO5, K2) 5

SECTION-C 30

4. Answer any one of the following:-

- 4-a. Describe the benefits and potential pitfalls of employing traditional problem-solving approaches versus design thinking in product innovation. (CO1, K2) 6
- 4-b. Describe the impact of diverse team perspectives in the design thinking process on product innovation in the automotive industry. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. Develop a plan to integrate an innovative service process for enhancing the customer satisfaction in economy hotel chain. (CO2, K6) 6

- 5-b. Discuss the benefits of using 'How Might We' questions to revitalize a struggling retail chain's in-store experience. (CO2, K2) 6
6. Answer any one of the following:-
- 6-a. Describe the impact of empathy maps and user personas on understanding complex user needs. (CO3, K2) 6
- 6-b. Discuss the benefits of integrating cultural sensitivity into the product development process of a global FMCG company. (CO3, K2) 6
7. Answer any one of the following:-
- 7-a. Discuss the impact of digital tools on enhancing the effectiveness of ideation phase in design thinking projects. (CO4, K2) 6
- 7-b. Discuss the points to be considered in an ideation session in developing a new educational program aimed at high school students interested in entrepreneurship. (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Discuss the importance of logical reasoning in organizational problem-solving. (CO5, K2) 6
- 8-b. Discuss the logical fallacies and evaluate their impact in enhancing critical reading skills among university students. (CO5, K5) 6

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