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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA (Integrated)

SEM: IV - THEORY EXAMINATION (20..... - 20.....)

Subject: Design Thinking-II

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- 1-a. The golden circle has three layers_____, _____ & _____. (CO1, K1) 1
- (a) There, here and where
- (b) Good, Bad and worst
- (c) More, much and less
- (d) Why, how and what
- 1-b. _____ Keep the Change Program allows customers with both a checking account and savings account to save money automatically. (CO1, K1) 1
- (a) Union Bank of India
- (b) Bank of America's
- (c) World Bank
- (d) Bank of United Kingdom
- 1-c. Design Thinking is (CO2, K2) 1
- (a) Thinking about Design
- (b) Designing ways in which people think
- (c) Asking users to solve problems
- (d) Defining, framing, and solving problems from users' perspectives
- 1-d. After you define the problem, the next step is to (CO2, K1) 1
- (a) Test
- (b) Prototype

- (c) Ideate
(d) Empathise
- 1-e. _____ storytelling is the most compelling type of story (CO3, K2) 1
- (a) Oral
(b) Visual
(c) Textual
(d) All of the above
- 1-f. Dove's successful campaigns based on the..... (CO3, K1) 1
- (a) real beauty
(b) fake beauty
(c) white beauty
(d) my beauty
- 1-g. Turning a new concept into commercial success or widespread use is: (CO4, K1) 1
- (a) Innovation
(b) Invention
(c) Creativity
(d) Solution
- 1-h. Tuckman propounded the model for: (CO4, K2) 1
- (a) Group behaviour
(b) General management
(c) Effective communication
(d) Team building
- 1-i. Which among the following is not need of Body? (CO5, K1) 1
- (a) Food
(b) Respect
(c) House
(d) Water
- 1-j. Wrong sensory knowledge is_____ (CO5, K1) 1
- (a) Shruta jnana
(b) Kumati
(c) Avadhi Jnana
(d) Mati Jnana

2. Attempt all parts:-

- 2.a. Explain RCA? (CO1, K1) 2
- 2.b. Mention any four benefits of minimum viable product. (CO2, K2) 2
- 2.c. What is proactive feedback? (CO3, K1) 2
- 2.d. Describe the incremental innovation with example of mobile phone. (CO4, K2) 2

2.e.	What is Shruta jnana or authoritative knowledge? (CO5, K1)	2
SECTION-B		30
3. Answer any <u>five</u> of the following:-		
3-a.	What do you understand by the "Higher Purpose". Analyze it with the Higher purpose of your Institute / life. (CO1, K4)	6
3-b.	What is Liter of Light? How design thinking help in developing solution? (CO1, K3)	6
3-c.	Describe any two tools for prototyping. (CO2, K2)	6
3-d.	Explain any two laws of design thinking with example. (CO2, K2)	6
3.e.	Describe proactive and reactive methods of user feedback. (CO3, K2)	6
3.f.	Discuss the need for innovation in current economic scenario. (CO4, K2)	6
3.g.	How can we ensure Harmony in Nature? Write your contribution in past two years. (CO5, K3)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Explain seven areas of your life that is considered in wheel of life. Make a chart of your priorities. (CO1, K3)	10
4-b.	Illustrate Amazon India's Rural Ecommerce. Illustrate how the campaign make Amazon popular in rural India. (CO1, K4)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Explain SWOT analysis. Evaluate SWOT analysis of any AI Tool you use. (CO2, K5)	10
5-b.	Explain A/B testing method and how it is helpful in design thinking. Analyze the suitable parameters for Alpha and Beta testing. (CO2, K4)	10
6. Answer any <u>one</u> of the following:-		
6-a.	What is random sampling? Explain its various types. (CO3, K2)	10
6-b.	Discuss the elements of storytelling proposed by Aristotle and their relevance with design thinking. (CO3, K3)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Describe the Juran's trilogy in detail with a neat and clean diagram. (CO4, K2)	10
7-b.	Suggest the points to map a SEPIA factors with a leader's persona. (CO4, K2)	10
8. Answer any <u>one</u> of the following:-		
8-a.	Evaluate, what are the biggest mistakes companies make when trying to implement design thinking? (CO5, K5)	10
8-b.	Define the Tuckman theory of the development in details. (CO5, K2)	10