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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA****(An Autonomous Institute Affiliated to AKTU, Lucknow)****B.Tech****SEM: I - THEORY EXAMINATION (2024- 2025)****Subject: Design Thinking-I****Time: 2 Hours****Max. Marks: 50****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**

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1. Attempt all parts:-

1-a. When multiple knowledge clusters converge above the plane is called \_\_\_\_\_. (CO1,K1) 1

- (a) Alignment
- (b) Perspective
- (c) Idea
- (d) None of the above

1-b. The feeling of acceptance of excellence in the other is called \_\_\_\_\_. (CO2,K1) 1

- (a) guidance
- (b) reverence
- (c) respect
- (d) glory

1-c. Journey map is best defined as. (CO3,K1) 1

- (a) It is a map to locate where the customer has travelled
- (b) This only applies to the travel industry, since it involves maps
- (c) It is a typical journey of a customer who goes through a certain experience
- (d) The map that leads us to a profit making enterprise

1-d. An effective \_\_\_\_\_ must be able to relay his or her ideas in a compelling way and then absorb the responses of others (CO4,K1). 1

- (a) Design Thinkers

- (b) Critical Thinkers
  - (c) Creative thinkers
  - (d) None of the above
- 1-e. This fallacy assumes that a compromise between two extreme conflicting points is always true. Which fallacy does it refer? (CO5,K1) 1
- (a) The Middle Ground Fallacy
  - (b) The Burden of Proof Fallacy
  - (c) The Texas Sharpshooter Fallacy
  - (d) The Correlation/Causation Fallacy
2. Attempt all parts:-
- 2.a. Explain perspective element of SEPIA. (CO1,K4) 2
- 2.b. Define diversity in reference to ethical behaviour.(CO2,K1) 2
- 2.c. What does White hat represents? (CO3,K1) 2
- 2.d. Define Incongruence with Example.(CO4,K1) 2
- 2.e. How does logic differ from critical thinking? (CO5,K1) 2

## **SECTION-B**

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3. Answer any three of the following:-

- 3-a. Illustrate 2 examples of power of observation and how it can help understanding a problem. Give real time examples. (CO1,K3) 5
- 3-b. Discuss the agents of Socialization.(CO2,K1) 5
- 3-c. Attempt a journey map of a first-year student who comes from a rural background and enters your classroom. Draw the persona and Identify various touch points. Capture journey map elements at each touch point and rate them by plotting a graph. (CO3,K1) 5
- 3.d. Discuss in detail the pillars of critical thinking. (CO4,K1) 5
- 3.e. Elaborate the role of critical thinking in scientific reasoning with example. (CO5,K1) 5

## **SECTION-C**

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4. Answer any one of the following:-

- 4-a. What is Design Culture? What does it include? (CO1,K1) 4
- 4-b. Difference between Lean Thinking and Critical Thinking. (CO1,K1) 4

5. Answer any one of the following:-

- 5-a. Examine and write about yourself as co-existence of self and body. (CO2,K1) 4
- 5-b. Differentiate between the culture of start-up and established corporate.(CO2,K1) 4

6. Answer any one of the following:-

- 6-a. Describe the steps of Personas. (CO3,K1) 4
- 6-b. Describe Edward de Bono's six thinking hats and explain their role in problem solving. (CO3,K1) 4

7. Answer any one of the following:-

7-a. Demonstrate tribalism and give any example related to it. How it is handled by critical thinking? (CO4,K3) 4

7-b. Distinguish various types of cognitive biases. (CO4,K1) 4

8. Answer any one of the following:-

8-a. Differentiate between simple and compound statement? (CO5,K1) 4

8-b. Discuss the significance of argument and statement in design thinking. (CO5,K1) 4

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