Subject Code: NPGDM016

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA

PGDM (Standard)

TRIMESTER-I THEORY EXAMINATION (2024-2025)

Subject – Design Thinking

Time: 2Hrs.30 min **Max. Marks:60**

General Instructions:

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

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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.	Define innovation.(CO1,K1)	1
1-b.	Explain lateral thinking.(CO2,K1)	1
1-c.	Mention one benefit of applying design thinking in education.(CO3,K1)	1
1-d.	Name a tool used for collecting primary market research data.(CO4,K1)	1
1-e.	Define the term "prototype" in design thinking.(CO5,K1)	1

2. Attempt **all** parts:-

2.a.	Distinguish innovation from creativity.(CO1,K2)	2
2.b.	Describe the role of brainstorming in idea generation.(CO2,K1)	2
2.c.	Explain the relevance of case studies in understanding design thinking applications. (CO3,K2)	2
2.d.	Discuss the purpose of personas in innovation projects.(CO4,K1)	2
2.e	Explain the role of minimum viable products in evaluating design solution. (CO5,K1)	2

SECTION – B 15

3. Answer any **three** of the following-

3-a.	Illustrate the design thinking process in solving organizational challenges.(CO1,K3)	5
3-b.	Construct a mind map for addressing a real-world design challenge. (CO2,K3)	5
3-c.	Apply design thinking principles to enhance the banking experience for customers. (CO3,K3)	5
3-d.	Illustrate a SWOT analysis for a start- up aiming to innovate its product line (CO4,K3)	5
3-e.	Explain the process of reverse engineering with an example of redesigning an existing product.(CO5,K2)	5

SECTION – C 30

Case Let & Application Based

4. Answer any **one** of the following-

4-a.	Examine the challenges of applying design thinking in industries with specific examples. (CO1,K5)	6
4-b.	Explore the dynamics of creative thinking in an innovation-driven organization. (CO1,K4)	6

5. Answer any **one** of the following- 6

5-a.	Evaluate the effectiveness of lateral thinking in solving complex organisational problems.(CO2,K5)	6
5-b.	Compare brainstorming and mind mapping for generating innovative ideas. (CO2,K4)	6

6. Answer any **one** of the following-

6-a.	Design a framework for integrating design thinking in the retail industry.(CO3,K3)	6
6-b.	Develop a case study that showcases the application of design thinking in financial services (CO3,K4)	6

7. Answer any **one** of the following-

7-a.	Design an effective persona and demonstrate its role in guiding product development (CO4,K3)	6
7-b.	Formulate a SWOT analysis for a company introducing a disruptive technology (CO4,K3)	6

8. Answer any **one** of the following-

8-a.	Critique the use of minimum viable products for assessing market readiness of innovations (CO5,K4)	6
8-b.	Investigate the role of reverse engineering in enhancing a product's competitive advantage. (CO5,K5)	6