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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**  
(An Autonomous Institute Affiliated to AKTU, Lucknow)

**MBA**

**SEM: I - THEORY EXAMINATION (2025 - 2026)**

**Subject: Design Thinking and Entrepreneurship**

**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**

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1. Attempt all parts:-

- 1-a. Design Thinking focuses on creating value by being (CO1, K1) 1
- (a) Data-driven
- (b) Human-centered
- (c) Technology-centered
- (d) Profit-centered
- 1-b. Traditional problem solving emphasizes (CO1, K1) 1
- (a) Listening to stories
- (b) Asking right questions
- (c) Talking about facts
- (d) Empathy
- 1-c. This stage focuses on synthesizing observations into actionable insights (CO2, K1) 1
- (a) Empathize stage
- (b) Define stage
- (c) Ideate stage
- (d) Prototype stage
- 1-d. These statements act as a compass guiding ideation (CO2, K1) 1
- (a) Prototype
- (b) Problem statement
- (c) Storyboard
- (d) Persona
- 1-e. Idea generation in design emphasizes on. (CO3, K1) 1

- (a) Focusing on one idea only
  - (b) Going wide before converging
  - (c) Skipping ideation
  - (d) Starting with prototyping
- 1-f. Double Diamond approach includes these phases. (CO3, K1) 1
- (a) Discover, Design, Deploy, Debug
  - (b) Discover, Define, Develop, Deliver
  - (c) Define, Decide, Deploy, Deliver
  - (d) Discover, Develop, Design, Deliver
- 1-g. Prototyping is primarily used to make ideas tangible and gather feedback early (CO4, K1) 1
- (a) To finalize the product
  - (b) To discard ideas
  - (c) To make ideas tangible
  - (d) To avoid user input
- 1-h. Prototyping mindset emphasizes quick and iterative creation of models (CO4, K1) 1
- (a) Slow and detailed design
  - (b) Quick and iterative creation
  - (c) Avoiding feedback
  - (d) Finalizing design
- 1-i. Entrepreneurship as a dynamic process involving vision and change includes (CO5, K1) 1
- (a) Creation of new ideas and solutions
  - (b) Routine administrative tasks
  - (c) Copying existing models
  - (d) Avoiding innovation
- 1-j. The prime focus of an entrepreneur in economic development is (CO5, K1) 1
- (a) Following traditional norms
  - (b) Maximizing short-term profits only
  - (c) Avoiding risk and change
  - (d) Capitalizing opportunities ethically
2. Attempt all parts:-
- 2.a. Define 'Design Thinking' as a human-centered, future-focused approach that creates value. (CO1, K2) 2
- 2.b. Explain the significance of defining a clear problem statement in design thinking (CO2, K2) 2
- 2.c. Illustrate the role of inclusion of ideas design thinking during ideation (CO3, K2) 2
- 2.d. List two distinct types of prototypes based on their complexity (e.g., low-fidelity and high-fidelity). (CO4, K2) 2
- 2.e. Analyze the significance of entrepreneurship in economic development (CO5, K4) 2

**SECTION-B**

30

3. Attempt all parts:-
- 3.a. Answer any one of the following:-
- 3.a.(i) Explain the historical evolution of Design Thinking from 1960s technologist Buckminster Fuller to mainstream adoption by IDEO. (CO1, K2) 6
- 3.a.(ii) Discuss the four-step 'Design-Way' strategy used to address 'Wicked Problems' through visualization and collaboration. (CO1, K2) 6
- 3.b. Answer any one of the following:-
- 3.b.(i) Analyze the impact of well-defined problem statements on design thinking success (CO2, K3) 6
- 3.b.(ii) Evaluate the effectiveness of personas in guiding design decisions (CO2, K5) 6
- 3.c. Answer any one of the following:-
- 3.c.(i) Compare the roles of Four W's and 5 Why's in problem framing (CO3, K5) 6
- 3.c.(ii) Assess the contribution of How Might We questions to innovative solutions (CO3, K4) 6
- 3.d. Answer any one of the following:-
- 3.d.(i) Apply the concept of Prototyping to an early-stage mobile application idea. Suggest an appropriate low-fidelity tool (e.g., paper sketch) and explain why it is suitable at this stage. (CO4, K3) 6
- 3.d.(ii) Illustrate the iterative nature of the Prototype and Test stages. Explain how feedback from testing leads to Refinement and further prototyping, thus driving the design cycle. (CO4, K3) 6
- 3.e. Answer any one of the following:-
- 3.e.(i) Evaluate the advantages of entrepreneurial mindset. Opine your self about teaching entrepreneurship on higher education (CO5, K5) 6
- 3.e.(ii) Analyze the strategic role of entrepreneurial mindset in business success (CO5, K4) 6
- SECTION-C** 50
4. Answer any one of the following:-
- 4-a. Design a comprehensive 'Empathy Map' template for a user segment, detailing sections for what they say, do, think, and feel. (CO1, K6) 10
- 4-b. Formulate a comparative analysis between 'Traditional Problem Solving' and 'Design Thinking' across objectives, methods, and outcomes. (CO1, K6) 10
5. Answer any one of the following:-
- 5-a. Critically evaluate the process of defining problem statements and its impact on design thinking projects (CO2, K5) 10
- 5-b. Analyze the integration of personas, POV statements, and HMW questions in creating innovative solutions (CO2, K5) 10
6. Answer any one of the following:-
- 6-a. Analyze the integration of brainstorming and mind mapping in generating innovative solutions (CO3, K5) 10
- 6-b. Discuss the impact of metaphors and random association techniques on ideation outcomes (CO3, K5) 10
7. Answer any one of the following:-

- 7-a. Justify why the act of Prototyping inherently leads to better solutions, even if the initial prototype fails. Assess its role in giving ideas 'body and soul' and making improvement avenues 'objectively and readily' visible. (CO4, K5) 10
- 7-b. Elaborate on the full methodology of conducting a Usability Test. Analyze the phases from planning the scenarios to collecting and interpreting the observation data for subsequent refinement. (CO4, K4) 10
8. Answer any one of the following:-
- 8-a. Examine the challenges and solutions for implementing regulatory compliance in an organization. (CO5, K5) 10
- 8-b. Discuss the strategic importance of value proposition in competitive markets (CO5, K5) 10

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