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

**MBA MF**

**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**

20

1. Attempt all parts:-

1-a. Design thinking focuses on (CO1-K1)

1

- (a) Creativity
- (b) Empathy
- (c) Profit maximization
- (d) Automation

1-b. Traditional problem solving follows. (CO1-K1)

1

- (a) Iteration
- (b) Fixed steps
- (c) Empathy
- (d) Flexibility

1-c. A problem statement is used during. (CO2-K1)

1

- (a) Testing solutions
- (b) Defining the challenge
- (c) Launching products
- (d) Evaluating outcomes

1-d. Clear articulation of a problem supports design activities, and. (CO2-K2)

1

- (a) Random decisions
- (b) Structured efforts
- (c) Delayed progress
- (d) Isolated thinking

1-e. Idea generation is a phase focused on creating multiple possibilities. This process is

1

also called. (CO3-K1)

- (a) Evaluation
  - (b) Ideation
  - (c) Testing
  - (d) Implementation
- 1-f. Basic design directions provide guidance for idea development along with. (CO3-K1) 1
- (a) Random thoughts
  - (b) Clear direction
  - (c) Final solution
  - (d) Market launch
- 1-g. Prototyping is used to convert ideas into. (CO4-K1) 1
- (a) Evaluation
  - (b) Tangible models
  - (c) Final products
  - (d) Market launch
- 1-h. Prototyping mindset focuses on learning and. (CO4-K1) 1
- (a) Perfection
  - (b) Iteration
  - (c) Finalization
  - (d) Cost reduction
- 1-i. Entrepreneurship involves creation of. (CO5-K1) 1
- (a) Routine work
  - (b) New ventures
  - (c) Government service
  - (d) Employment
- 1-j. Entrepreneurs are known for. (CO5-K1) 1
- (a) Risk avoidance
  - (b) Risk-taking
  - (c) Job security
  - (d) Stability

2. Attempt all parts:-

- 2.a. Define design thinking. (CO1-K1) 2
- 2.b. Explain the importance of a correct problem statement. (CO2-K2) 2
- 2.c. Define idea generation in design thinking. (CO3-K1) 2
- 2.d. List methods to evaluate ideas before prototyping. (CO4-K1) 2
- 2.e. Differentiate between small-scale and large-scale entrepreneurship. (CO5-K2) 2

## **SECTION-B**

30

3. Attempt all parts:-

3.a. Answer any one of the following:-

3.a.(i)	Describe the history of design thinking and its evolution over time. (CO1-K2)	6
3.a.(ii)	Define wicked problems and illustrate with a real-world example. (CO1-K1)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Describe the steps involved in defining a problem statement effectively. (CO2-K2)	6
3.b.(ii)	Define personas and explain their role in understanding users. (CO2-K1)	6
3.c.	Answer any one of the following:-	
3.c.(i)	List common themes of thinking and describe their application in ideation. (CO3-K1)	6
3.c.(ii)	Define inspirations and references and explain their role in creative thinking. (CO3-K1)	6
3.d.	Answer any one of the following:-	
3.d.(i)	List common tools used for prototyping and describe their applications. (CO4-K1)	6
3.d.(ii)	Define sketching as a prototyping tool and explain its advantages. (CO4-K1)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Explain the characteristics of a social entrepreneur with examples. (CO5-K2)	6
3.e.(ii)	Differentiate between small-scale and large-scale entrepreneurship with illustrations. (CO5-K2)	6
<b>SECTION-C</b>		<b>50</b>
4.	Answer any <u>one</u> of the following:-	
4-a.	Discuss the contribution of Design Thinking in developing better solutions for mankind. (CO1-K2)	10
4-b.	Describe the process of Design Thinking with a neat clean diagram. (CO1-K3)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Describe the need for generating the correct problem statement and its impact on problem solving. (CO2-K3)	10
5-b.	Draw a persona for a person willing to invest in volatile stock market who has been a traditional investor. (CO2-K1)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Describe the role of brainstorming in successful and effective ideation. (CO3-K2)	10
6-b.	Describe the concept of Six Thinking Hats propounded by Edward DeBono. Describe the role of each hat separately. (CO3-K2)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Explain the use of paper models in prototyping and analyze their effectiveness in early testing. (CO4-K2)	10
7-b.	Define pseudo-codes in prototyping and illustrate their role in conceptualizing interactions. (CO4-K1)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Describe the Danhof's classification of entrepreneurs. (CO5-K2)	10
8-b.	Describe four agencies or scheme for fostering and supporting entrepreneurship in India. (CO5-K2)	10