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

**BBA**

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

**Subject: Design Thinking & Innovation**

**Time: 2.5 Hours**

**Max. Marks: 60**

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**

15

1. Attempt all parts:-

- 1-a. The ability of instructors to address challenges in the education sector is improved by gathering this information from students (CO1, K1) 1
- (a) Feedback on requirements
  - (b) Parental consent forms
  - (c) Graduation ceremony plans
  - (d) Textbook purchase receipts
- 1-b. The foundational value among the nine core relationship feelings. (CO2, K1) 1
- (a) Trust
  - (b) Love
  - (c) Respect
  - (d) Guidance
- 1-c. The question that reframes POV statements and opens up to Ideation sessions . (CO3, K1) 1
- (a) How Might We (HMW)
  - (b) Why Does It Matter
  - (c) What Is The Problem
  - (d) When Will We Solve This
- 1-d. The prototyping tool where you can create rough "animations" by sliding pieces of paper. (CO4, K1) 1
- (a) Paper Prototype
  - (b) Sketch
  - (c) Mock-Up

(d)	Role-Playing	
1-e.	Changes in the way things are created and delivered is described as this type of innovation. (CO5, K1)	1
(a)	Product innovation	
(b)	Process innovation	
(c)	Position innovation	
(d)	None of These	
2.	Attempt all parts:-	
2.a.	Explain the difference between a "good design" and a "great design" in terms of solving problems. (CO1, K2)	2
2.b.	Express the primary goal of conducting user Interviews during the Empathize stage. (CO2, K2)	2
2.c.	Illustrate the idea of using Mind-Maps for idea generation. (CO3, K2)	2
2.d.	Describe the difference between a 'Wizard of Oz' prototype and a physical mock-up. (CO4, K2)	2
2.e.	Differentiate between 'Sustaining Innovation' and 'Disruptive Innovation'. (CO5, K2)	2
<b><u>SECTION-B</u></b>		<b>15</b>
3.	Answer any <u>three</u> of the following:-	
3-a.	Justify why "Iteration" is a key component of the Design Thinking process, referencing the relationship between the steps. (CO1, K5)	5
3-b.	Justify why recognizing and classifying Negative Sentiments is a crucial first step in overcoming them, both for personal growth and for addressing user friction. (CO2, K5)	5
3.c.	Outline the process of using Mind-Maps as a tool for clustering thoughts and expanding initial ideas during the Ideation process. (CO3, K3)	5
3.d.	Examine the process of Observation and Shadowing during testing. Break down how these methods allow a designer to collect insights into the user's actual behavior versus their stated opinions. (CO4, K4)	5
3.e.	Explain how Strategic Innovation is essential for organizations to adapt to the speed of technological change. (CO5, K3)	5
<b><u>SECTION-C</u></b>		<b>30</b>
4.	Answer any <u>one</u> of the following:-	
4-a.	Elaborate on the historical overview of Design Thinking, focusing on the contributions from the 1960 to present. (CO1, K4)	6
4-b.	Analyze the steps of the Design Thinking process, focusing on how the initial step of Empathize leads to the Define step. (CO1, K4)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Justify why Emotional Intelligence is a crucial 'Future Skill' for design thinkers. Assess how low emotional intelligence can lead to misinterpretation of empathy tools, thus resulting in poor design solutions. (CO2, K5)	6
5-b.	Compare and contrast the fulfillment of basic human needs in the context of	6

Maslow's model versus the 'I' and 'Body' co-existence model. Differentiate the emphasis on continuous vs. temporary satisfaction. (CO2, K4)

6. Answer any one of the following:-

- 6-a. Formulate a structured guide for utilizing a visual collaboration tool to manage a large-scale Brainstorming and Idea Evaluation session with a remote team. (CO3, K6) 6
- 6-b. Imagine your team has created 100+ ideas for a new educational app during a brainstorming session. Synthesize a step-by-step Idea Evaluation process using the Six Thinking Hats method and the criteria of Desirability, Feasibility, and Viability to select the top three concepts. (CO3, K6) 6

7. Answer any one of the following:-

- 7-a. Illustrate the continuum of Types of Prototypes from low-fidelity (paper) to high-fidelity. Discuss how the fidelity level should align with the specific question the designer is trying to answer at that stage. (CO4, K3) 6
- 7-b. A team is developing a new interface for a complex industrial machine. They have limited time and budget. Apply the concept of a Low-Fidelity Prototype (e.g., cardboard mock-up) and a Wizard of Oz method for testing the interaction. Determine the specific design assumptions they can validate with this low-cost approach. (CO4, K5) 6

8. Answer any one of the following:-

- 8-a. Justify the necessity of Strategic Foresight for a company operating in a volatile market. Elaborate on how 'Backcasting' differs from traditional planning. (CO5, K5) 6
- 8-b. Compare the roles of Analysis and Problem Solving within the dynamics of creative thinking and their ultimate impact on innovation management. (CO5, K4) 6