

- 1-d. User personas are created during _____ phase. (CO4) 1
- (a) Discover stage
 - (b) Develop stage
 - (c) Design stage
 - (d) None of the above
- 1-e. Being an experimental phase, continuous iterations can take place here. Which phase is being referred to? (CO5) 1
- (a) Define
 - (b) Prototype
 - (c) Empathize
 - (d) None of the above

2. Attempt all parts:-

- 2.a. Explain briefly about Design. (CO1) 2
- 2.b. Give brief explanation about analytical skill and its type. (CO2) 2
- 2.c. "To start off, what exactly is design thinking in business". Explain.(CO3) 2
- 2.d. Define market research with example. (CO4) 2
- 2.e. Explain about reverse engineering in Automobile industry.(CO5) 2

SECTION B

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3. Answer any three of the following:-

- 3-a. Explain creativity and innovation with example. Differentiate creativity and innovation. (CO1) 5
- 3-b. Discuss in detail about Mindmapping and Synectics. (CO2) 5
- 3.c. Briefly explain all stages of design thinking in business process with example. (CO3) 5
- 3.d. Elaborate the ways to collect data about consumers with suitable example. (CO4) 5
- 3.e. Define prototype. Explain the types of prototype in detail with example. (CO5) 5

SECTION C

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4. Answer any one of the following:-

- 4-a. Discuss about the Drivers of Innovation. (CO1) 4
- 4-b. Explain how the Innovative companies benefit from Innovations. (CO1) 4

5. Answer any one of the following:-

- 5-a. Explain the meaning and techniques of lateral thinking with example. (CO2) 4

- 5-b. Briefly discuss about brainstorming and its type. (CO2) 4
6. Answer any one of the following:-
- 6-a. Briefly explain any three stages of design thinking in health sector with example. (CO3) 4
- 6-b. Explain the importance of design thinking in retail sector with example. (CO3) 4
7. Answer any one of the following:-
- 7-a. Explain the tools used to analyse result. (CO4) 4
- 7-b. Discuss the steps of research process.(CO4) 4
8. Answer any one of the following:-
- 8 Discuss the evaluation matrix method and SWOT analysis to evaluate design idea.(CO5) 4
- 8 Explain Minimum Viable Product with examples. (CO5) 4