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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM:II CARRY OVER THEORY EXAMINATION - AUGUST 2023

Subject: Design Thinking

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. | The ultimate goal of design thinking is to help you to design better: (CO1) | 1 |
| | (a) Experience | |
| | (b) Service | |
| | (c) Product | |
| | (d) All the Above | |
| 1-b. | An expected decline in the prices of consumer goods will (CO1) | 1 |
| | (a) decrease aggregate demand | |
| | (b) increase the quantity of real domestic output demanded | |
| | (c) increase aggregate demand. | |
| | (d) decrease the quantity of real domestic output demanded. | |
| 1-c. | _____ is the father of brainstorming. (CO2) | 1 |
| | (a) Alex Osborn | |
| | (b) Alex Samue | |
| | (c) Bill Bernbach | |

- (d) All the above
- 1-d. Creativity is symbolized by _____ coloured hat (CO2) 1
- (a) Red hat
 - (b) Green hat
 - (c) Yellow hat
 - (d) Blue hat
- 1-e. is essential at work because you must be able to work with others, especially if you don't always agree with them. (CO3) 1
- (a) Communication
 - (b) Cooperation
 - (c) Honesty
 - (d) Integrity
- 1-f. Oliver is pursuing a study that explores whether sleep affects academic performance. This is an example of: (CO3) 1
- (a) a hypothesis
 - (b) a qualitative research question
 - (c) a theory
 - (d) a method
- 1-g. Which of the following are benefits of brainstorming when compared to nominal group technique? (CO4) 1
- (a) brainstorming is more fun
 - (b) brainstorming can create a positive organizational climate
 - (c) brainstorming can encourage talented and highly skilled employees to remain in an organization
 - (d) all of the above
- 1-h. In order to assess critical thinking among students, which of the following should be chosen by the teacher? (CO4). 1
- (a) Open ended question requiring divergent thinking.
 - (b) Questions requiring yes or no answer.
 - (c) Question requiring one word answer.
 - (d) Question requiring recall of declarative knowledge only.
- 1-i. Basic principles of creativity include: (CO5) 1
- (a) Creativity is the same as analyzing.

- (b) Creativity is the natural order of life.
- (c) There is an underlying, indwelling creative force infusing all of life.
- (d) Creativity is the natural order of life. There is an underlying, indwelling creative force infusing all of life.

- 1-j. The use of a word in two different senses in an argument is the fallacy of... 1
(CO5)
- (a) Appeal to the person
 - (b) Equivocation
 - (c) Appeal to tradition
 - (d) Appeal to emotion

2. Attempt all parts:-

- 2.a. "Focus on the subject not the object" Comment. (CO1) 2
- 2.b. How socialization process can be helpful for the organizations increasing synergy? (CO2) 2
- 2.c. Define logical reasoning and explain its various types with suitable examples. (CO3) 2
- 2.d. Define the role of probability and judgment in critical thinking with appropriate example. (CO4) 2
- 2.e. How does fallacy influence your thinking? Explain. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. What is a basic rule of Design? (CO1) 6
- 3-b. What are stated and unstated needs? (CO1) 6
- 3-c. Define the primary data. (CO2) 6
- 3-d. How ethical behaviour can be ensured by human being? (CO2) 6
- 3.e. What is a deductive statement? (CO3) 6
- 3.f. What are logical connectives? Explain. (CO4) 6
- 3.g. Explain three arguments with premises with appropriate example. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. What is the first step in the Design Thinking Process? (CO1) 10
- 4-b. How will we define design thinking? (CO1) 10

5. Answer any one of the following:-

5-a. Discuss the needs of self and body. (CO2) 10

5-b. What are human values in design? Why are values important in design? (CO2) 10

6. Answer any one of the following:-

6-a. A financial advisor needs a way to have meaningful conversations with more clients because business grows through genuine conversation with clients – not through paperwork. Create a POV statement. (CO3) 10

6-b. How does the 'how might we' statement impact the ideation stage? (CO3) 10

7. Answer any one of the following:-

7-a. What do you understand with Cognitive Biases? Discuss any five cognitive bias with example. (CO4) 10

7-b. How does strong critical thinkers demonstrate their characteristics? (CO4) 10

8. Answer any one of the following:-

8-a. Questioning Techniques That Build a Deeper Understanding? Explain. (CO5) 10

8-b. How can designers trigger the imagination by asking great questions? Explain. (CO5) 10

2022-23 Jan – Jun