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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**(An Autonomous Institute Affiliated to AKTU, Lucknow)****MCA (Integrated)****SEM:II CARRY OVER THEORY EXAMINATION - AUGUST 2023****Subject: Design Thinking-I****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. After you empathize, the next step is to _____. (CO1) **1**
- (a) Define
 - (b) Prototype
 - (c) Ideate
 - (d) Testing
- 1-b. A university is re-designing their website. The main user of the website is university students. The web-developer is choosing what elements to put on the home page. For the best user-experience, what element should be on the home page? (CO1) **1**
- (a) Student Log-in
 - (b) University's philosophy
 - (c) Letter from the Dean
 - (d) Library hours
- 1-c. _____ is the process of idea generation and it never goes out of fashion. **1**
(CO2)

- (a) 360*Creativity
 - (b) Morphological box
 - (c) Mind Mapping
 - (d) All the above
- 1-d. Areas of interaction between a customer and company are known as _____. (CO2) 1
- (a) Touch points
 - (b) Pain points
 - (c) Shopping points
 - (d) Respect
- 1-e. Which of the following is one of the most widely used methods in cross-cultural research? (CO3) 1
- (a) Experiments
 - (b) Surveys
 - (c) Observation
 - (d) case studies
- 1-f. Empathy mapping is based on what the user says, thinks, does, and feels (CO3) 1
- (a) TRUE
 - (b) False
 - (c) Depend on user
 - (d) None of these
- 1-g. Which one is not a pillar of critical thinking (CO4) 1
- (a) Logic
 - (b) Argumentation
 - (c) Feeling
 - (d) Background Knowledge
- 1-h. Biases are shortcuts in our thinking. Which collective term best describes both conscious and subconscious bias? (CO4) 1
- (a) Unknown Bias
 - (b) Cognitive Bias
 - (c) Known Bias
 - (d) None of these
- 1-i. How does questioning help us explore, develop, and acquire new knowledge? 1

(CO5)

- (a) Questioning helps us gain insight where we may have limited knowledge
- (b) Questioning challenges us to look at issues from many different angles.
- (c) Questioning is not a factor in developing new knowledge.
- (d) Questioning helps us gain insight where we may have limited knowledge and challenges us to look at issues from many different angles.

1-j. "To the person"—attacks the person presenting the argument Researchers are 1
frauds who don't earn their salaries (CO5)

- (a) Ad Baculum
- (b) Ad Hominem
- (c) Fallacy of Opposition
- (d) Genetic Fallacy

2. Attempt all parts:-

- 2.a. How is Design Thinking different from the way we've always solved problems? 2
Give examples. (CO1)
- 2.b. Discuss various sources of information. (CO2) 2
- 2.c. Write short note on double diamond approach (CO3) 2
- 2.d. What do you understand by critical thinking and discuss any four obstacles of 2
critical thinking. (CO4)
- 2.e. What do you understand by deductive argument (CO5) 2

SECTION B

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3. Answer any five of the following:-

- 3-a. Write the difference between dialog & debate (CO1) 6
- 3-b. What are the wicked problem. (CO1) 6
- 3-c. Define the socialization. (CO2) 6
- 3-d. Explain the importance of ethical behaviour in day to day life. (CO2) 6
- 3.e. What do you understand with "How Might We? Explain this approach with 6
appropriate example (CO3)
- 3.f. illustrate Tribalism? Analyze with example related to it (CO4) 6
- 3.g. What is premise & conclusion? (CO5) 6

SECTION C

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4. Answer any one of the following:-

- 4-a. Give examples of Two good design around you. Explain what made them a 10

good design and how it helped people or the society. (CO1)

4-b. What are the key tenets of Design thinking? (CO1) 10

5. Answer any one of the following:-

5-a. Elaborate the role of education in human life. (CO2) 10

5-b. Describe the process from basic need to actualization needs with the help of a neat and clean diagram.(CO2) 10

6. Answer any one of the following:-

6-a. What are five steps of design thinking? Explain role of Ideation tool in design process. (CO3) 10

6-b. What do you understand with Sketching? How it is differ from Prototyping? (CO3) 10

7. Answer any one of the following:-

7-a. Compare critical and ordinary thinking. (CO4) 10

7-b. Explain "Albert Einstein, Henry Ford, Marie Curie, Sigmund Freud...these are just a few of the critical thinkers who have shaped our modern lives". (CO4) 10

8. Answer any one of the following:-

8-a. Write short note on: (1) Claim and Proposition (2) Argument and statement (CO5) 10

8-b. Determine Straw Man fallacy and Bandwagon fallacy. (CO5) 10