

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

MBA

SEM: I - THEORY EXAMINATION (2021 - 2022)

Subject: Design Thinking

Time: 03:00 Hours

Max. Marks: 50

General Instructions:

1. All questions are compulsory. It comprises of three Sections A, B and C.
 - Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
 - Section B - Question No- 3 is Long answer type - I questions carrying 5 marks each.
 - Section C - Question No- 4 to 8 are Long answer type - II questions carrying 4 marks each.
 - 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. | What is the first step in the Design Thinking process (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. Empathize 2. Define 3. Ideate 4. Prototype | |
| 1.b. | Ideation is (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. The process of overcoming objections to a business idea 2. The way entrepreneurs evaluate business ideas 3. The process of forming new business opportunities 4. The process of forming new idea | |
| 1 | The biggest asset of design thinking is the _____. (CO3) | 1 |
| | <ol style="list-style-type: none"> 1. Playful thinking 2. Courage to try something new 3. Curiosity for other people lives 4. All of the above | |
| 1 | Primary and Secondary modes of research are done in the ____ phase. (CO4) | 1 |
| | <ol style="list-style-type: none"> 1. Discover 2. Delivery 3. Develop 4. Define | |
| 1 | The goal of the prototype phase is _____. (CO5) | 1 |
| | <ol style="list-style-type: none"> 1. To understand what components of your ideas work 2. To understand what components of your ideas do not work 3. Both the options 4. None of the above | |

2. Attempt all parts:-

- | | | |
|------|---|---|
| 2.a. | Explain the Importance of creativity. (CO1) | 2 |
|------|---|---|

2.b.	Briefly discuss SCAMPER Technique. (CO2)	2
2.c.	Explain test stage of design thinking in finance sector with example. (CO3)	2
2.d.	Give example of descriptive reserch. (CO4)	2
2	Explain SWOT.(CO5)	2

SECTION B

15

3.	Answer any <u>three</u> of the following:-	
3	Explain creativity and innovation with example. Differentiate creativity and innovation. (CO1)	5
3	Explain meaning of lateral thinking with example. Explain the role of empathy in lateral thinking. (CO2)	5
3.c.	Discuss applicabilty and importance of design thinking in education. (CO3)	5
3.d.	Elaborate the ways to collect data about consumers with suitable example. (CO4)	5
3	Define reverse enginnering with example. Discuss in details about the importance of reverse engineering. (CO5)	5

SECTION C

20

4.	Answer any <u>one</u> of the following:-	
4	Discuss in detail about steps of design thinking. (CO1)	4
4	Discuss about the Drivers of Innovation. (CO1)	4
5.	Answer any <u>one</u> of the following:-	
5	Explain mind mapping technique. Discuss the way to use it and its importance. (CO2)	4
5	Give brief about NGT and Synectics. Discuss about steps of Synectics. (CO2)	4
6.	Answer any <u>one</u> of the following:-	
6	Briefly explain any three stages of design thinking in health sector with example. (CO3)	4
6	Explain the importance of design thinking in retail sector with example. (CO3)	4
7.	Answer any <u>one</u> of the following:-	
7	Explain the tools used to analyse result. (CO4)	4
7	Discuss the steps of research process.(CO4)	4
8.	Answer any <u>one</u> of the following:-	
8	Explain how does Apple's Design Process Work. (CO5)	4
8	Discuss the process to develop Minimum Viable Product (CO5)	4