Printed Page:-   **Subject Code:- AMBA0107**

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
MBA
SEM: I - THEORY EXAMINATION (2022 - 2023)
Subject: Design Thinking

Time: 2 Hours   **Max. Marks: 50**

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.*

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SECTION A   **15**

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1. Attempt all parts:-

1-a.   ___ is the stage of design thinking when you develop the design challenge and acquire a deeper understanding of users. (CO1)   1

      (a) Insight

      (b) Empathy

      (c) Observation

      (d) Implementation

1-b.   Which of the following are benefits of brainstorming as compared to nominal group technique. (CO2)   1

      (a) Brainstorming is more fun

      (b) A brainstorming can create a positive organizational climate

      (c) Brainstorming can encourage talented and highly skilled employees to remain in organisation

      (d) All of the above

1-c.   Imagine that you are designer, and your goal is to improve the onboarding experience for new users. What will you do first? (CO3)   1

(a) Bring your team members together and sketch out many different ideas

(b) Start going through market research

(c) Observe and start talking to actual users

(d) None of the above

1-d.   Out of the following this is not a primary data collection tool. (CO4)   1

(a) Survey

(b) Questionnaires

(c) Magazines and Reports

(d) Interview

1-e.   Design Thinkers create low-fidelity prototypes to____. (CO5)   1

(a) Test concepts quickly and cheaply with potential users

(b) Validate concepts for the market

(c) Build production-ready products

(d) Estimate the price of production

2. Attempt all parts:-

2.a.	Explain in brief about radical innovation. (CO1)	2
2.b.	Discuss advantages of nominal group technique. (CO2)	2
2.c.	How does design thinking help in retail? (CO3)	2
2.d.	Differentiate between Observation and Interview. (CO4)	2
2.e.	Enlist the limitations of reverse engineering. (CO5)	2

SECTION B   **15**

3. Answer any three of the following:-

3-a.	Write down any three scenarios where you have seen Design thinking being applied around you and how did it impact you or someone else. (CO1)	5
3-b.	Elaborate the term SCAMPER and its role in innovation. (CO2)	5
3.c.	Create a mind map for new app development in education sector. (CO3)	5
3.e.	Explain the types of prototype in detail. (CO4)	5
3.d.	Give at least three examples of products that can be reengineered. Illustrate suitably. (CO5)	5

SECTION C   **20**

4. Answer any one of the following:-

4-a.	Compare problem solving approach vs human-centered design. (CO1)	4

4-b.   Discuss how innovation and creativity plays a important role for any   4
        organization. (CO1)

5. Answer any <u>one</u> of the following:-

5-a.   Discuss the limitations of Brainstorming how you can overcome it. Give some   4
        techniques to generate more ideas from Brainstroming sessions. (CO2)

5-b.   Apply the mind mapping technique on Good Health and well being. (CO2)   4

6. Answer any <u>one</u> of the following:-

6-a.   Explain the way of implementing of design thinking in urban infrastructure   4
        planning. (CO3)

6-b.   Design thinking skills in finance enable to identify and generate innovative   4
        solutions for the problem. Discuss with example. (CO3)

7. Answer any <u>one</u> of the following:-

7-a.   Discuss the situations where primary data collection should be adopted. (CO4)   4

7-b.   Describe the importance of analysing the results correctly. Explain the need of   4
        suitable analysis Tool. (CO4)

8. Answer any <u>one</u> of the following:-

8-a.   Discuss in details about the importance of evaluation of design idea. (CO5)   4

8-b.   Differentiate between prototyping and minimum viable product. (CO5)   4