

Printed Page:-

Subject Code:- ACSE0503

Roll. No:

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

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: V - CARRY OVER THEORY EXAMINATION - APRIL 2023

Subject: Design Thinking-II

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. Six Key Steps to a Design Thinking Mindset involves: (CO1)

1

(a) Frame a Question

(b) Gather Inspiration

(c) Generate Ideas

(d) All of the above

1-b. Design mind is having a _____ mindset. (CO1)

1

(a) 3-Dimensional

(b) 2-Dimensional

(c) 1-Dimensional

(d) X-Dimensional

1-c. Design thinking principles are: (CO2)

1

(a) Last 2% is 200%

(b) Prioritize 10 / 100 / 1000 grams

(c) Less is More

- (d) All of the above
- 1-d. O in SWOT refers to (CO2) 1
- (a) Opportunities
 - (b) Overview
 - (c) Opaque
 - (d) None of the above
- 1-e. Alpha and beta testing are type of..... (CO3) 1
- (a) user acceptance testing
 - (b) sampling methods
 - (c) both (1) and (2)
 - (d) none
- 1-f. Guerrilla research is a quick andway of learning about and understanding experiences (CO3) 1
- (a) low cost
 - (b) high cost
 - (c) different
 - (d) boring
- 1-g. leaders who trusts their employees to do what they're supposed to do and offers minimal interference, are: (CO4) 1
- (a) laissez faire
 - (b) Democratic
 - (c) Bureaucratic
 - (d) Autocratic
- 1-h. In DMAIC, "D" stands for: (CO4) 1
- (a) Define
 - (b) Deviate
 - (c) Deliver
 - (d) Down
- 1-i. _____describe individuals interpersonal need for simple one-on-one relationships (CO5) 1
- (a) Inclusion
 - (b) Affection
 - (c) Control

(d) none of above

- 1-j. FIRO-B test includes _____ main areas (CO5) 1
- (a) 1
- (b) 2
- (c) 3
- (d) 4

2. Attempt all parts:-

- 2.a. List the 2 benefits of 5 Why's. (CO1) 2
- 2.b. Discuss 10-100-1000 gm law of design thinking. (CO2) 2
- 2.c. Define Systematic Random Sampling (CO3) 2
- 2.d. Explain the importance of a co-ordinator in team. (CO4) 2
- 2.e. Explain Myers-Briggs Personality Type Indicator. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss Creativity and Innovation. (CO1) 6
- 3-b. How does the Aravind Eye Care work. (CO1) 6
- 3-c. Describe the guidelines for successful prototyping. (CO2) 6
- 3-d. Discuss theory of prioritization in detail. (CO2) 6
- 3.e. Explain the core elements of usability testing. (CO3) 6
- 3.f. Describe the persona of an affiliative leader. (CO4) 6
- 3.g. Write short note on Group Behavior. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Summarize DBS Singapore and Bank of Americas' Keep the Change Campaign. (CO1) 10
- 4-b. Summarize Design Thinking Mindset and Principles. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain the prototyping mindset with the help of suitable example. (CO2) 10
- 5-b. Explain Napkin pitch with the help of suitable template. (CO2) 10

6. Answer any one of the following:-

- 6-a. Discuss the elements of storytelling proposed by Aristotle and their relevance with design thinking. (CO3) 10

6-b. Explain the minor, major and critical defects in quality control. (CO3) 10

7. Answer any one of the following:-

7-a. Enumerate and explain certain factors to enhance the productivity of a company for which you have appointed as consultant. (CO4) 10

7-b. Describe the concept of team building. Discuss the importance of teams in achieving the goals. (CO4) 10

8. Answer any one of the following:-

8-a. Explain 5 types of the group behavior. (CO5) 10

8-b. Explain the Myers Briggs personality types in details. (CO5) 10

COP 2022-23 July-Dec