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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: I - CARRY OVER THEORY EXAMINATION - JUNE 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.

SECTION A

15

1. Attempt all parts:-

- 1-a. ____ of these a reason that companies might implement design thinking. (CO1) 1
- (a) It accelerates effectiveness
 - (b) It creates more problems
 - (c) It eliminates mistakes
 - (d) It relies on risk taking
- 1-b. Using an idea map can _____. (CO2) 1
- (a) Help you put your ideas in order of importance
 - (b) Help you organize your business potential
 - (c) Help you explain the directions of a new idea
 - (d) Help you come up with multiple ideas at once
- 1-c. What happens in test stage of design thinking? (CO3) 1
- (a) You conduct a written test of your design team
 - (b) You allow consumers to test a product or service
 - (c) You engage in internal testing with employees

- (d) You test products designed by competitors
- 1-d. Secondary research gathers information from. (CO4) 1
- (a) Questionnaires survey
 - (b) Interviews
 - (c) Experiments
 - (d) Reports compiled by others
- 1-e. A prototype is a simple experimental model of a proposed solution used to____. (CO5) 1
- (a) Test ideas
 - (b) Validate ideas
 - (c) Both of the above
 - (d) None of the above

2. Attempt all parts:-

- 2.a. Define the term innovation. (CO1) 2
- 2.b. Define idea challenge. (CO2) 2
- 2.c. "To start off, what exactly is design thinking in business". Explain.(CO3) 2
- 2.d. Define market research with example. (CO4) 2
- 2.e. MVPs are absolutely necessary. yes or no. Describe. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. Elaborate define stage of design thinking. (CO1) 5
- 3-b. Write a short note on 1) Reverse thinking 2) Creative thinking. (CO2) 5
- 3.c. "Idea generation techniques can be helpful in many problem-solving, product development or innovation-based work processes." Discuss. (CO3) 5
- 3.d. Differentiate between forward engineering & reverse engineering.(CO4) 5
- 3.e. Discuss in details about the importance of evaluation of design idea. (CO5) 5

SECTION C

20

4. Answer any one of the following:-

- 4-a. Define design mindset. Describe the characteristics of Design mindset. (CO1) 4
- 4-b. Elaborate the importance of define stage in problem solving. (CO1) 4

5. Answer any one of the following:-

- 5-a. Explain Brainstormed ideas with suitable example. (CO2) 4

- 5-b. Explain creative thinking. Discuss importance of creative thinking and its types. (CO2) 4

6. Answer any one of the following:-

- 6-a. Discuss applicability and importance of design thinking in education. (CO3) 4
- 6-b. Explain any two methods of creative idea generation. (CO3) 4

7. Answer any one of the following:-

- 7-a. Elabbrate the process of market survey for a healthcare product. (CO4) 4
- 7-b. Explain the need of secondary data. Discuss its limitations. (CO4) 4

8. Answer any one of the following:-

- 8-a. Explain the guidelines for executing prototyping. (CO5) 4
- 8-b. Discuss any two tools used for prototyping in detail with their limitations and benefits. (CO5) 4