

BIDTK158/258

Question Paper Version: A

First/Second Semester B.E./B.Tech. Degree Examination, June/July 2023 **Innovation and Design Thinking** BANGALORE

Time: 1 hrs.] [Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. A	inswer all	the fift	v questions.	each	question	carries one	mark
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- 2. Use only Black ball point pen for writing / darkening the circles.
- 3. For each question, after selecting your answer, darken the appropriate circle

	corresponding to the same	question numb	er on the OMR s	heet.	
4.	Darkening two circles for the	•			
5.	Damaging/overwriting, us	A			strictly
	prohibited.	*		2	
1.	To empathize, one has to		ENY.		
	a) Observe		Engage		
	c) Listen	d)	All of these	4	
2	-4	115-	- t C-t	Y	
2.	a) Aural story telling is th		g type of story.		
	c) Textual		All of these		
	c) Textual	u).	All of these		
3.	Which of the following princip	les are not consid	ered for design thi	nking?	
	a) Embrace experimentation	3		Ü	
	b) Human centric design		1		
	c) Profit centric	40	Ner'		
	d) Pattern identification for pro	blem solving			
(
4.	Which of the following are not				
	a) Maps	Action Control	Images		
	c) Stories	d)	Videos		
5.	What happens in the test stage	of design thinkin	g?		
	a) You conduct a written test o	f your design tea	m.		
	b) You allow consumers to test	t a product or ser	vice.		
	c) You engage in internal testing	ng with employee	s.		
	d) You test products design by	competitors.			
6.	Collecting is an ir	mnortant nortion	of testing a protot	ma in the test	t stage of
U.	design.	прогант рогнон	or testing a protot	ype in the test	stage 01
	a) Pictures	b)	Money		
	c) Feedback		Emails		

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7.	Process Innovation refers to a) The development of a new service b) The development of a new product c) The implementation of new or improved d) The development of new product or service.	
8.	What is the first step in The Design Thinkin	g Process?
	a) Define	b) Ideate
	c) Prototype	d) Empathize
9.	After you define the problem, the next step	
	a) Test	b) Prototype
	c) Ideate	d) Empathize
10.	Mind maps are used to ideas.	
100	a) Generate	b) Visualize
	c) Structure	d) All of these
	0,511401410	
11.	Which of these are not components of a min	nd map?
	a) Branches	b) Arrows
	c) Central idea	d) All of these
10	i	-tifiing manda that sustaneous and after yearle
12.	to articulate.	ntifying needs that customers are often unable
	a) Mind mapping	
	b) Experience mapping	
	c) Story telling	A: *
	d) Rapid concept development	
	a) Rapid concept do velopinone	
13.	Journey mapping maps which phase of acti	
	a) Before a service	b) During a service
	c) After a service	d) All of these
1.4	A prototype is a simple experimental mode	Lafa massayad solution usad to
14.	a) Test ideas	b) Validate ideas
	c) Both of these	d) None of these
	c) Bour of these	d) None of these
15.	A Hypothesis is	
	a) A wished for result that the researcher	concludes the research with.
	b) A complicated set of sentences that p	ulls variables into proposed complex
	relationships	
		port background originating from secondary
	research	
	d) None of the above.	
16.	Which of these should be completed before	e you build something?
10.	a) Do some research	Joa cana someaning.
	A Security Control of the Control of	DA DV
	a) Paffact on your solution	IT LIBRARY
	d) Define the problem BANC	SALORE - 560 037
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17.	What is the usual order of problem solving p	process?
	a) Try, Reflect, Prepare, Define	A Section 1
	b) Prepare, Try, Reflect, Define	
	c) Try and Reflect	
	d) Define, Prepare, Try, Reflect	
18.	Which step of the problem solving process	is this? I am thinking of the Pros and Cons to
	my idea?	
	a) Define	b) Prepare
	c) Try	d) Reflect
19.	Which of the below firm is associated the m	ost with design thinking?
	a) IKea	b) Ideo
	c) Idea	d) IKeI
20.	Design thinking typically helps in	· *
	a) Innovation	A.
	b) Data analytics	
	c) Financial planning	
	d) Operational Efficiency	
		A
21.	Which of the following well known const	ulting firms are offering design thinking is a
	solution?	
	a) McKinsey and Co.	b) BCG
	c) Bain and Co.	d) All of these
22.	During which step of the design process, do	you test the solution or product?
	a) Identify a problem or need.	
	b) Design a solution or product CMH	HT LIBRARY
	c) Evaluate the solution or product BANG	ALORE - 560 037
	d) Implement the design	A
22		C
23.		f spaceship for transporting astronauts to the
	moon. What should the company do first?	1) P 21 11
	a) Evaluate the design	b) Build a model
	c) Test the prototype	d) Identify needs
24	A susting a large decorate and built of the	total a improve the broke system of a cor
24.	What is the next step the engineer should to	ototype to improve the brake system of a car.
		ake in the process:
	a) Test the working prototype	
	b) Make sketches of the prototype	
	c) Evaluate the design for envision	
	d) Collect and analyze the test results	
25	Laaming Launches are designed to test the	e key underlying value-generating assumptions
25.	Learning Launches are designed to test the	e key underlying value-generating assumptions
	of a potential new growth initiative in the	Harket place.
	a) True	
	b) False	
	c) Cannot be said	
	d) None of these	

26	A sees study is
20.	A case study is a) A research strategy
	b) An empirical inquiry c) a descriptive and exploratory analysis
	d) All of these
	d) All of these
27.	MVP stands for
27.	a) Minimum Viable Product
	b) Maximum Viable Product
	c) Most Viable Product
	d) None of these
28.	At what step do you want to complete the POV - point of view?
	a) Empathy b) Prototype
	c) Define d) Ideate
29.	The purpose of MVP is not
	a) Be able to test a product hypothesis with maximum resources.
	b) Accelerate learning
	c) Reduced wasted engineering hours
	d) Get the product to early customers as soon as possible.
30.	The three 'I's of design thinking do not include.
	a) Interest
	b) Implementation
	c) Inspiration d) Ideation CMRU LIBRARY
	d) Ideation BANGALORE - 560 035
31.	Collaborative team work is essential in design thinking for
51.	a) Equal importance to all members
	b) Solving multifaceted problems
	c) Unbiased selection of ideas
	d) Better failure management
32.	Frank Robinson defined and coined the term
	a) Design thinking
	b) Mind mapping
1	c) MVP
	d) Hypothesis
33.	* Table 1
	a) Design stage
	b) Discover stage
	c) Develop stage
	d) none of these
34.	was IDEO's first expression of design thinking.
54.	a) Deep-Design
	b) Deep-Dive
	c) Deep-Structure
	d) Study-Dive

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35.	Human centric design was re a) Hear, Create, Deliver	interpreted as an acronym	to mean		
	b) Hear, Create, Design	A.			
	c) Hold, Create, Deliver				
	d) Hear, Complete, Deliver				
	a) Treat, Complete, Beliver		An Inter		
36.	The ultimate goal of design to	hinking is to help you des	ign better.		
	a) Services		a a		
	b) Products	AJ	0-		
	c) Experiences				
	d) All of these				
37.	Design thinking typically is	a	^		
07.	a) Non-linear process	, i			
	b) Linear process		<i>3</i>		
	c) Cyclic process				
	d) None of these	A.			
	a) I tolle of these				
38.	is the way to nar	row down the thoughts to	reach at the final solution.		
	a) Convergent thinking				
	b) Divergent thinking	A Jan			
	c) None of these		**		
	d) Both of these				
39.	Design thinking follows				
57.	a) Waterfall model				
	b) Agile methodology	4.0	4		
	c) Both of these	- O V	Day .		
	d) None of these	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			
20050					
40.	The goal of the prototype pl		Λ.		
	a) To understand what comp	N 2780.7			
	b) To understand what com	sonent of your idea worke	cd.		
	c) Both of these d) None of these				
	d) None of these				
41.	BPM stands for				
4	a) Building Product Manag	ement			
	b) Business Product Manag	ement			
	c) Business Process Manag	ement CMRIT LII	3RARY		
	d) Basic Product Managen		- 560 037		
42	Which is not a sold intensi				
42.	Which is not a good intervi	N. Marian	ny step:		
	a) Encourage the person to talk about experience				
	b) Encourage short answers that get right to the point				
	c) Ask follow-up questions to get more information d) Try to uncover needs people may or may not be aware of				
	a) Try to uncover needs pe	opie may of may not be av	vale of		
43.	The final step in the design	process is to	*		
	a) Test	b) Defin	ne		
	c) Ideate	d) Emp	athize		

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- 44. Design thinking is best suited to addressing problems at the intersection of
 - a) Business and society
 - b) Logic and emotion
 - c) Human needs and economic demands
 - d) All of these

5.		helps the design team and client to visualize and handle the design concept.
	a) Define	b) Ideate

c) Empathize

d) Prototype

- 46. In the create phase we do not
 - a) Recognize existing knowledge in the challenge space.
 - b) Recruit participants for the codesign task from a diverse pool of those affected
 - c) Maintain awareness of sensitivities by avoiding judgements
 - d) Encouraging storytelling and expression
- 47. Design thinking is also known as
 - a) Adaptable enquiry
 - b) Strategic design thinking
 - c) Transformation by design
 - d) All of these
- 48. Which of the following sequences in correct for waterfall methodology?
 - a) Define Design Develop Test Deploy
 - b) Define Develop Design Test Deploy
 - c) Define Design Develop Deploy Test

d) Design – Define – Develop – Test – Deploy

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49. When defining a problem, your problem statement should include a solution?

a) True

b) False

- **50.** A college is redesigning its website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?
 - a) College rules and regulations
 - b) Information on faculty members
 - c) Information about courses
 - d) Alumini details
