



17. What is the usual order of problem solving process?  
 a) Try, Reflect, Prepare, Define  
 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 most with design thinking?  
 a) IKea  
 b) Ideo  
 c) Idea  
 d) IKeI
20. Design thinking typically helps in \_\_\_\_\_.  
 a) Innovation  
 b) Data analytics  
 c) Financial planning  
 d) Operational Efficiency
21. Which of the following well known consulting 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  
 c) Evaluate the solution or product  
 d) Implement the design
23. A company wants to build a new type of spaceship for transporting astronauts to the moon. What should the company do first?  
 a) Evaluate the design  
 b) Build a model  
 c) Test the prototype  
 d) Identify needs
24. An engineer has designed and built a prototype to improve the brake system of a car. What is the next step the engineer should take 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. Learning Launches are designed to test the key underlying value-generating assumptions of a potential new growth initiative in the market place.  
 a) True  
 b) False  
 c) Cannot be said  
 d) None of these

26. A case study is  
 a) A research strategy  
 b) An empirical inquiry  
 c) a descriptive and exploratory analysis  
 d) All of these
27. MVP stands for  
 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
31. Collaborative team work is essential in design thinking for  
 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  
 c) MVP  
 d) Hypothesis
33. User persons are created during which phase of design process?  
 a) Design stage  
 b) Discover stage  
 c) Develop stage  
 d) none of these
34. \_\_\_\_\_ was IDEO's first expression of design thinking.  
 a) Deep-Design  
 b) Deep-Dive  
 c) Deep-Structure  
 d) Study-Dive

35. Human centric design was reinterpreted as an acronym to mean  
 a) Hear, Create, Deliver  
 b) Hear, Create, Design  
 c) Hold, Create, Deliver  
 d) Hear, Complete, Deliver
36. The ultimate goal of design thinking is to help you design better.  
 a) Services  
 b) Products  
 c) Experiences  
 d) All of these
37. Design thinking typically is a  
 a) Non-linear process  
 b) Linear process  
 c) Cyclic process  
 d) None of these
38. \_\_\_\_\_ is the way to narrow down the thoughts to reach at the final solution.  
 a) Convergent thinking  
 b) Divergent thinking  
 c) None of these  
 d) Both of these
39. Design thinking follows  
 a) Waterfall model  
 b) Agile methodology  
 c) Both of these  
 d) None of these
40. The goal of the prototype phase is  
 a) To understand what component of your idea didn't work.  
 b) To understand what component of your idea worked.  
 c) Both of these  
 d) None of these
41. BPM stands for  
 a) Building Product Management  
 b) Business Product Management  
 c) Business Process Management  
 d) Basic Product Management
42. Which is not a good interview strategy for the Empathy 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
43. The final step in the design process is to \_\_\_\_\_.  
 a) Test  
 b) Define  
 c) Ideate  
 d) Empathize
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
45. \_\_\_\_\_ 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 is 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
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) Alumni details

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