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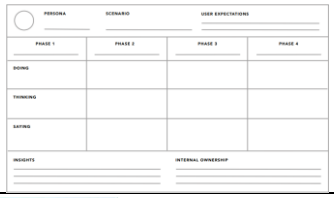
Internal Assessment Test 1 – Apr. 2024

Sub:	Innovation and Design Thinking					Sub Code:	BIDT258	Branch	I, J, K, L, M, N, O, P
Date:	10/04/2024	Duration:	90 min	Max Marks:	30	Sem	2		OBE

	Answer All Questions	MARKS	CO	RBT
1	Design thinking is a _____ process. a) exponential b) binomial c) non – linear d) symmetrical	1	1	K2
2	MVP stands for a) Maximum Viable Product b) Minimum Viable Prototype c) Maximum Viable Prototype d) Minimum Viable Product	1	1	.K2
3.	At what stage of design thinking, creative and innovative solutions are generated? a) Empathize b) Define c) Ideate d) Test	1	1	K2
4.	What is the main focus of design thinking? a) The designer b) The user c) The business d) The technology	1	1	.K2
5	The end goal of design thinking is a) desirability b) feasibility c) viability d) All of the above	1	1	K2
6	The empathize stage is also called as ____ stage. a) observe b) ideate c) understand d) test	1	1	.K2
7	Which of the following is not a common technique used in define stage? a) Empathy maps b) Brainstorming c) User research d) Building a prototype	1	1	K2
8	Which of the following is not a stage in design thinking process? a) Define b) Plan c) Ideate d) Test	1	1	.K2
9	What is the main idea behind the ideate stage? a) Identifying problems b) Generating ideas c) Understanding user needs d) Buiding Prototypes	1	1	K2
10	What is the output of the define stage in design thinking? a) A list of potential solutions b) A clear problem statement and user needs c) User research d) User feedback and data analysis	1	1	.K2
11	Which of the following is an example of a project management software? a) Invision b) Trello c) Google meet d) Adobe XD	1	2	K2
12	What is the primary benefit of using an MVP approach in product development? a) It allows for rapid iteration and feedback b) It guarantees the success of final product c) It saves time and resources d) It ensures a high quality final product	1	1	.K2
13	What tools is used to create a visual representation of a process or work flow? a) Flow chart b) PERT diagram c) Gantt chart d) Mind maps	1	2	K2
14	A technique that is not used in empathize stage. a) User interview b) Surveys c) Brainstorming d) User observation	1	1	.K2
15	What is the main focus in empathize stage. a) Identifying problems b) Generating ideas c) Understanding user needs d) Buiding Prototypes	1	1	K2
16	_____ testing is a tool for bringing to the surface the key assumptions underlying the attractiveness of a new business concept. a) Hypothesis b) Assumption c) Idea d) Solution	1	1	.K2

17	"How might we" questions are generated during which stage of design thinking process? a) Empathize b) Define c) Ideate d) Test	1	1	K2
18	At what stage of design thinking, creative and innovative solutions are generated a) Empathize b) Define c) Ideate d) Test	1	1	.K2
19	What is an example of a tool to understand user needs, wants, pain points and goals? a) User testing b) User-centred design c) Surveys d) Empathy maps	1	2	K2
20	What is the primary goal of the test stage in design thinking? a) To understand the problem and the user needs b) To generate creative solutions c) To build and test a physical or virtual representation of the solution d) To gather feedback and data to improve the solution	1	1	.K2
21	What is the main goal of an MVP? a) To create a fully featured product b) To validate a product idea and gather feedback c) To release a product to the market d) To generate revenue	1	1	K2
22	Which of the following is not a common technique used in the prototype stage? a) Sketching b) Surveys c) User observation d) Rapid prototyping	1	1	.K2
23	The prototype stage in design thinking is also known as _____ stage? a) Converge b) Diverge	1	2	K2
24	The ideate stage in design thinking is also known as _____ stage? a) Converge b) Diverge	1	2	.K2
25	The major characteristics of Design Thinking is a) Being creative b) Being open minded c) Both a) & b) d) Neither a) nor b)	1	1	K2
26	The sole purpose of shared model in team based design is a) to ensure effective communication and collaboration b) to validate assumption about the solution c) to test the final product d) to create a polished final product	1	1	.K2
27	The figure in right side is an example of a) Mind mapping b) Journey Mapping 	1	2	K2
28	The figure in right side is an example of a) Mind mapping b) Journey Mapping 	1	2	.K2
29	This method examines how an organization interacts with key partners to produce, market, and distribute new offerings. a) Mind analysis b) Value chain analysis c) Journey analysis d) Empathy analysis	1	2	K2
30	The use of images and graphics in design thinking is called a) Visualization b) Creative thinking c) Critical thinking d) Graphic use	1	2	.K2

CI CCI HOD

Solutions

1	c
2	d
3	c
4	b
5	d
6	c
7	d
8	b
9	b
10	b
11	b
12	c
13	a
14	c
15	c
16	b
17	b
18	c
19	d
20	d
21	b
22	b
23	a
24	b
25	c
26	a
27	b
28	a
29	b
30	a