

USN

Internal Assessment Test 3 – June 2024



Sub:	Innovation and Design Thinking				Sub Code:	BIDT258	Branch	I, J, K, L, M, N, O, P		
Date:	25/06/2024	Duration:	90 min	Max Marks:	50	Sem	2	OBE		
Answer All Questions								MARKS	CO	RBT
1	To empathize, one has to a) Observe b) Engage c) Listen d) All of these						1	1	K2	
2	Which of the following are not tools of visualization? a) Maps b) Images c) Stories d) Videos						1	1	.K2	
3.	Mind maps are used to _____ ideas. a) Generate b) Visualize c) Structure d) All of these						1	1	K2	
4.	Journey mapping maps which phase of activity of service for a customer? a) Before a service b) During a service c) After a service d) All of these						1	1	.K2	
5	A prototype is a simple experimental model of a proposed solution used to a) Test ideas b) Validate ideas c) Both of these d) None of these						1	1	K2	
6	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						1	1	.K2	
7	Which of the below firm is associated the most with design thinking? a) Ikea b) Ideo c) Idea d) Ikei						1	1	K2	
8	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) Non of these						1	1	.K2	
9	MVP stands for a) Maximum Viable Product b) Minimum Viable Prototype c) Maximum Viable Prototype d) Minimum Viable Product						1	1	K2	
10	What is the main focus of design thinking? a) The designer b) The user c) The business d) The technology						1	1	.K2	
11	The empathize stage is also called as ____ stage. a) observe b) ideate c) understand d) test						1	2	K2	
12	Which of the following is an example of a project management software? a) Invision b) Trello c) Google meet d) Adobe XD						1	1	.K2	
13	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	2	K2	
14	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	1	.K2	
15	A technique that is not used in empathize stage. a) User interview b) Surveys c) Brainstorming d) User observation						1	1	K2	
16	What is the main focus in empathize stage. a) Identifying problems b) Generating ideas c) Understanding user needs d) Building Prototypes						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	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	1	.K2	
19	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	2	K2	
20	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	
21	Which of the following is an example of a prototype? a) A wireframe of a website b) A working model of a car c) A finished mobile app d) A product brochure						1	1	K2	
22	Design thinking typically helps in _____ a) Innovation b) Data Analytics c) Financial Planning d) Operational Efficiency						1	1	.K2	

23	At what step, do you complete the POV – point of view? a) Empathy b) Prototype c) Define d) Ideate	1	2	K2
24	The three 'I's' of design thinking do not include. a) Interest b) Implementation c) Inspiration d) Ideation	1	2	.K2
25	User personas are created during which phase of design process? a) Design b) Discover c) Develop d) None of these	1	1	K2
26	_____ was IDEO's first expression of design thinking. a) Deep-Design b) Deep-Dive c) Deep-Structure d) Study-Dive	1	1	.K2
27	_____ story telling is the most compelling type of story. a) Aural b) Visual c) Textual d) All of these	1	2	K2
28	Collecting _____ is an important portion of testing a prototype in the test stage. a) pictures b) money c) feedback d) emails	1	2	.K2
29	What is the first step in Design Thinking Process? a) Define b) Ideate c) Prototype d) Empathize	1	2	K2
30	Which of these are not components of a mind map? a) Branches b) Arrows c) Central idea d) All of these are components	1	2	.K2
31	_____ is used with the objective of identifying needs that customers are often unable to articulate. a) Mind mapping b) Experience mapping c) Story telling d) Rapid concept development	1	2	K2
32	Which of the following is not a stage in design thinking process? a) Define b) Plan c) Ideate d) Test	1	2	.K2
33	A prototype is a simple experimental model of a proposed solution used to a) test ideas b) validate ideas c) Both of these d) None	1	2	K2
34	A case study is a) a research strategy b) an empirical inquiry c) a descriptive & exploratory analysis d) all of these	1	2	.K2
35	Collaborative team work is essential in design thinking for a) equal importance to all members b) solving multifaceted problems c) unbiased selection of data d) better failure management	1	2	K2
36	Frank Robinson defined and coined the term a) design thinking b) mind mapping c) MVP d) Hypothesis	1	2	.K2
37	Human centric design was re-interpreted as an acronym to mean a) Hear, Create, Deliver b) Hear, Create, Design c) Hold, Create, Deliver d) Hear, Complete, Deliver	1	2	K2
38	The ultimate goal of design thinking is to help you design better. a) Services b) Products c) Experiences d) All of these	1	2	.K2
39	Design thinking typically is a) Non-linear process b) Linear process c) Cyclic process d) None of these	1	2	K2
40	_____ 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	1	2	.K2
41	Design thinking follows a) Waterfall model b) Agile model c) Both of these d) None of these	1	2	K2
42	BPM stands for a) Building Product Management b) Business Product Management c) Business Process Management	1	2	.K2
43	The final step in the design process is to a) test b) define c) ideate d) empathize	1	2	K2
44	Design thinking is also known as a) Adaptable enquiry b) Strategic design thinking c) Transformation by design d) All of these	1	2	.K2
45	When defining a problem, your problem statement should include a solution? a) True b) False	1	2	K2
46	Journey mapping is also called _____ mapping. a) path b) experience c) conduct d) feedback	1	2	.K2
47	Which of the following are not tools of design thinking? a) Co-creation b) Prototyping c) Mind mapping d) Online marketing	1	2	K2
48	What is the first model/ design of a product called? a) Draft b) Rough Draft c) Prototype d) Practice Design	1	2	.K2
49	Design thinking approach leads to a) technology centric design b) marketing centric design c) people centric design d) all of these	1	2	K2
50	Design thinking encompasses a) desirability b) feasibility c) viability d) All of these	1	2	.K2

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CCI

HOD

Solutions

- 1 d
- 2 c
- 3 d
- 4 d
- 5 c
- 6 b
- 7 a
- 8 a
- 9 d
- 10 b
- 11 c
- 12 b
- 13 c
- 14 a
- 15 c
- 16 c
- 17 b
- 18 d
- 19 d
- 20 b
- 21 c
- 22 a
- 23 a
- 24 a
- 25 a
- 26 b
- 27 b
- 28 c
- 29 d
- 30 d
- 31 b
- 32 b
- 33 c
- 34 b
- 35 d
- 36 c
- 37 a
- 38 d
- 39 a
- 40 a
- 41 b
- 42 c
- 43 a
- 44 d
- 45 b
- 46 b
- 47 d
- 48 c
- 49 c

