Internal Assessment Test 1 - Nov. 2024



Sub:	Innovation and Design Thinking Sub Code: BIDTK158 Bran 20/11/2024 Duration: 90 min Max Marks: 30 Scm 1	ch		, D, E i, H BE
Date:	20/11/2024 Duration: 90 min Max Marks: 30 Sem 1 Answer All Questions	MARKS	со	RE
1 D	Design thinking is a process. O exponential b) binomial conon – linear d) symmetrical	1	1	K
2 N	(VP stands for) Maximum Viable Product b) Minimum Viable Prototype c) Maximum Viable Prototype	1	1	.К
	Minimum Viable Product t what stage of design thinking, creative and innovative solutions are generated? Empathize b) Define Wideate d) Test	1	1	К
V a	What is the main focus of design thinking? The designer of the user c) The business d) The technology	1	1	.K
T	the end goal of design thinking is desirability b) feasibility c) viability d) All of the above	1	1	K
Т	The empathize stage is also called as stage. c) observe b) ideate c) understand d) test	1	1	۸.
	ourney mapping is also known asmapping. path b) experience c) conduct d) feedback			
	Which of the following is not a common technique used in define stage? a) Empathy maps b) Brainstorming c) User research & Building a prototype	1	1	К
() la	Which of the following is not a stage in design thinking process?) Define by Plan c) Ideate d) Test	1	1	.K
10 a	What is the main idea behind the ideate stage? 1) Identifying problems by Generating ideas c) Understanding user needs d) Building Prototypes	1	1	K.
11	What is the output of the define stage in design thinking? a) A list of potential solutions A clear problem statement and user needs c) User research d) User feedback and data analysis	1	1	K3
12	Which of the following is an example of a project management software? a) Invision by Trello c) Google meet d) Adobe XD	1	2	K
13	What is the primary goal of define stage in design thinking? a) To understand the problem and user needs b) To generate creative solutions c) To build and test prototypes d) To analyze data and feedback			
14	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 confit saves time and resources d) It ensures a high quality final product	1	1	. K.
15	Design thinking encompasses a) creativity b) adaptability c) viability d) Alf of these	1	2	.K
16	A technique that is not used in empathize stage. a) User interview b) Surveys (A) Brainstorming d) User observation	1	1	.K
17	What is the main focus in empathize stage. a) Identifying problems b) Generating ideas a) Understanding user needs d) Building Prototypes testing is a tool for bringing to the surface the key assumptions underlying the attractiveness of a new	1	1	K
	business concept. A) Hypothesis (b) Assumption (c) Idea (d) Solution	1	1	.K
	"How might we" questions are generated during which stage of design thinking process? a) Empathize (b) Define c) Ideate d) Test	1	j	К.
20	At what stage of design thinking, creative and innovative solutions are generated. a) Empathize b) Define c) deate d) Test	1	1	.K
21	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 (b) Empathy maps	1	2	10.
22	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 by To gather feedback and data to improve the solution	1	1	.K.
	What is the main goal of an MVP? a) To create a fully featured product by To validate a product idea and gather feedback c) To release a product to the market d) To generate revenue	1	1	k.
24	Which of the following is not a common technique used in the prototype stage? a) Sketching by Surveys c) User observation d) Rapid prototyping	1	i	.K
25	The prototype stage in design thinking is also known as stage? Of Converge b) Diverge	1	2	K
26	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	.K
27	is used with the objective of identifying needs that customers are often unable to articulate. a) Mind mapping Experience mapping c) Story telling d) Rapid concept development	1	2	K.

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Which of the following is not a stage in design thinking process?	1	2	.K:
a) Define by Plan c) Ideate d) Test Collaborative team work is essential in design thinking for a) equal importance to all members b) solving	1	2	K2
multifaceted problems c) unbiased selection of data of better failure management Human centric design was re-interpreted as an acronym to mean a) Hear, Create, Deliver b) Hear, Create, Design	gn 1	2	K2
c) Hold, Create, Deliver d) Hear, Complete, Deliver Design thinking approach leads to a) technology centric design b) marketing centric design c) reople centric	1	2	.K2
The major characteristics of Design Thinking is	1	1	К2
a) Being creative b) Being open minded c) Both a) & b) d) Neither a) nor b) The sole purpose of shared model in team based design is			1//0
33 To ensure effective communication and collaboration b) to validate assumption about the solution c) to test final product d) to create a polished final product	the 1	1	.K3
The figure in right side is an example of a) Mind mapping b) Journey Mapping	1	2	K2
The figure in right side is an example of a Mind mapping b) Journey Mapping	1	2	.KI
This method examines how an organization interacts with key partners to produce, market, and distribute new offerings.	1	2	K 3
a) Mind analysis to Value chain analysis c) Journey analysis d) Empathy analysis The use of images and graphics in design thinking is called a Visualization b) Creative thinking c) Critical thinking d) Graphic use	1	2	KI
To empathize, one has to	1	1	K2
a) Observe b) Engage c) Listen d) will of these Which of the following are not tools of visualization?		1	
a) Maps b) Images c) Stories d) Videos	1		.K2
Mind maps are used to ideas. a) Generate b) Visualize c) Structure d) All of these	1	1	K2
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	ı	.K.2
A prototype is a simple experimental model of a proposed solution used to a) Test ideas b) Validate ideas b) Both of these d) None of these	1	1	K2
Learning Launches are designed to test the key underlying value-generating assumptions of a potential growth initiative in the market place.			
True b) False c) Cannot be said d) Non of these	1	1	.K.
Which of the following is an example of a prototype?	,	1	K2
a) A wireframe of a website b) A working model of a car A finished mobile app d) A product brochure	1	1	1
Design thinking typically helps ina) innovation b) Data Analytics c) Financial Planning d) Operation b) Efficiency	onal 1	1	.K2
At what step, do you complete the POV – point of view? 46 Empathy b) Prototype c) Define d) Ideate	1	2	K2
			1/2
User personas are created during which phase of design process? 47 Design b) Discover c) Develop d) None of these	1	1	K2
story telling is the most compelling type of story. a) Aural by Visual c) Textual d) All of these	1	2	K2
Collecting is an important portion of testing a prototype in the test stage. a) pictures b) money collecting d) emails	pack 1	2	.KJ
Which of the following are not tools of design thinking? a) Co-creation b) Prototyping c) Mind mapping d) On marketing	nline 1	2	К2