

28	Which of the following is not a stage in design thinking process? a) Define b) Plan c) Ideate d) Test	1	2	K2
29	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
30	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
31	Design thinking approach leads to a) technology centric design b) marketing centric design c) people centric design d) all of these	1	2	K2
32	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
33	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
34	The figure in right side is an example of a) Mind mapping b) Journey Mapping	1	2	K2
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36	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
37	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
38	To empathize, one has to a) Observe b) Engage c) Listen d) All of these	1	1	K2
39	Which of the following are not tools of visualization? a) Maps b) Images c) Stories d) Videos	1	1	K2
40	Mind maps are used to _____ ideas. a) Generate b) Visualize c) Structure d) All of these	1	1	K2
41	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
42	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
43	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
44	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
45	Design thinking typically helps in _____ a) Innovation b) Data Analytics c) Financial Planning d) Operational Efficiency	1	1	K2
46	At what step, do you complete the POV – point of view? a) Empathy b) Prototype c) Define d) Ideate	1	2	K2
47	User personas are created during which phase of design process? a) Design b) Discover c) Develop d) None of these	1	1	K2
48	_____ story telling is the most compelling type of story. a) Aural b) Visual c) Textual d) All of these	1	2	K2
49	Collecting _____ is an important portion of testing a prototype in the test stage. a) pictures b) money c) feedback d) emails	1	2	K2
50	Which of the following are not tools of design thinking? a) Co-creation b) Prototyping c) Mind mapping d) Online marketing	1	2	K2