



First/Semester B.E./B.Tech./B.Design Degree Examination, June/July 2025
Innovation and Design Thinking

Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the fifty questions, each question carries one mark.
2. Use only **Black ball point pen** for writing / darkening the circles.
3. **For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.**
4. Darkening two circles for the same question makes the answer invalid.
5. **Damaging/overwriting, using whiteners on the OMR sheets are strictly prohibited.**

1. The final step in the design thinking is to _____
a) Test b) Define c) Ideate d) Empathize
2. During which stage would you consult experts to learn more about the areas of concern and to gain an understanding of other people's experience?
a) Prototype b) Define c) Ideate d) Empathize
3. Which of the following follows ideating process?
a) Develop MVP
b) Initiate production
c) Develop prototype
d) Prepare questionnaire
4. Design thinking involves
a) Result based approach
b) Solution based approach
c) Technology based approach
d) Business based approach
5. Which of the following is part of the toolkit of a design thinker?
a) Derivation b) Tabulation c) Calculation d) Story telling

6. Prototypes can be built for
a) Products
b) Financial Services
c) Urban projects
d) All of the above
7. "Innovation begins with eye" indicates which quality of design thinker?
a) Ability to draw
b) Ability to observe
c) Ability to think
d) Sharp eyesight
8. What does team work indicates?
a) Collective ownership
b) Collaboration efforts
c) Both a) & b)
d) Hierarchy of system
9. Mind mapping is
a) Connecting various thoughts through the design process to the central idea or concept
b) Irrelevant thoughts
c) User survey
d) Thoughts
10. Which of the following give functional appearance of a product?
a) Prototype b) 3D model c) MVP d) Drawings
11. Innovation in organization should be
a) Technology driven
b) Organization driven
c) Economics driven
d) Customer driven
12. Extension of a successful brand or iterating a current product is
a) Revolutionary innovation
b) Evolutionary innovation
c) Incremental innovation
d) Dynamic innovation
13. Adopting a product to a new customer base is
a) Dynamic innovation
b) Evolutionary innovation
c) Revolutionary innovation
d) Incremental innovation
14. Which of the following is true about revolutionary innovation?
a) Products are new
b) Customer base is new
c) Both a & b
d) None of these

15. Services means
 - a) Product installation, Repair, Maintenance
 - b) Inbound logistics
 - c) Outbound logistic
 - d) Operations
16. Machining and production are part of
 - a) Outbound logistic
 - b) Inbound logistic
 - c) Services
 - d) Operations
17. BPM stands for
 - a) Business Process Management
 - b) Business Progress Management
 - c) Business Path Management
 - d) Business Pro Management
18. A prototype is a simple experimental model of a proposed solution used to
 - a) Test ideas
 - b) Validate ideas
 - c) Both a and b
 - d) None of these
19. Which of the following is not an agile collaboration principle?
 - a) Break silos of project
 - b) Customer satisfaction
 - c) Adoptability to project brief
 - d) Predetermined hierarchy in teams
20. Empathy in design concerns with which of the following
 - a) Design with predetermined approach
 - b) Human centric approach
 - c) Both a & b
 - d) None of these
21. 3 dimensions of collaboration is agile are
 - a) Awareness, articulation, appropriation
 - b) Awareness, Assertion, appropriation
 - c) Articulation, Annotation, Awareness
 - d) Awareness, Articulation, Arbitration
22. Viable chain analysis involves which of the following :
 - a) Partners in production
 - b) Iteration
 - c) Prototyping
 - d) All of these
23. Narrating design with time as sequence of events, which are ordered is
 - a) Mind mapping
 - b) Conceptualizing
 - c) Story Telling
 - d) Ideating
24. Presenting to a client / customer a functional version of a website to complete shopping activity is an example of
 - a) MVP
 - b) Prototype
 - c) Final product
 - d) Study model

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25. Which of the following is not considered while representing the story of the product?
 - a) The central idea of the product
 - b) Engaging the participants
 - c) Other products in market
 - d) Incorporate adequate detail
26. Design thinking aspires to develop greater _____ among people, brands and business by observing
 - a) Empathy
 - b) Sympathy
 - c) Emotions
 - d) Actions
27. Components are complex creations, each with its own
 - a) History
 - b) Qualities
 - c) Characteristics
 - d) All of the these
28. Standardization of legacy manufacturing poses a big challenge to _____
 - a) Innovation
 - b) Participation
 - c) Discovery
 - d) Growth
29. Being an experimental phase, continuous iterations can take place here which phase it refers to
 - a) Define
 - b) Empathies
 - c) Prototyping
 - d) None of these
30. What is the way to narrow down the thoughts to reach at the final solutions
 - a) Convergent thinking
 - b) Divergent thinking
 - c) None of these
 - d) Both a and b
31. Collecting _____ is an important portion of testing a prototype is the test stage of design thinking
 - a) pictures
 - b) Money
 - c) Feedback
 - d) E mails
32. Design thinking solution for growth challenge is
 - a) Story telling
 - b) Strategic Foresight
 - c) Sensing
 - d) Value redefinition
33. Design thinking solution for predictability is
 - a) Story telling
 - b) Strategic foresight
 - c) Sensing
 - d) Prototyping
34. Design thinking solution for change is
 - a) Sensing
 - b) Story telling
 - c) Prototyping
 - d) Humanization
35. Design thinking solution for challenge creating culture is
 - a) Prototyping
 - b) Humanization
 - c) Sensing
 - d) Story telling
36. 3I's of design thinking do not include
 - a) Interest
 - b) Implementation
 - c) Inspiration
 - d) Ideation
37. Design thinking follows
 - a) Waterfall model
 - b) Agile methodology
 - c) Both a & b
 - d) None of these

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38. Which of the following firm is associated with design thinking?
 a) IKEA b) IDEO c) IDEA d) ASCI
39. MVP Stands for
 a) Minimum value product
 b) Moderate value product
 c) Minimum viable product
 d) Maximum viable product
40. Agile methodology involved
 a) Sprints b) No iteration c) Profit d) None of these
41. Parameters which are absolutely necessary are agile model
 a) Transparency b) Inspection c) Adaptation d) All of these
42. _____ approach is used for designing complex software systems.
 a) Scenario based prototyping
 b) BPM
 c) Both a & b
 d) None of these
43. _____ is a type of collaboration where participants regardless of the location, work together to reach a certain GOAL
 a) Cloud computing
 b) Offline class
 c) Distributed collaboration
 d) None of these
44. Digital space is also called as
 a) Cloud computing b) Design analysis c) Distributed design d) None of these
45. Which of the following is not a level of design thinking
 a) Co-creation b) Prototyping c) Mind mapping d) Online marketing
46. At what step, POV (point of view) completed?
 a) Empathy b) Prototype c) Define d) Ideate
47. Which tool is designed to test the value generating assumptions of a potential new growth?
 a) Visualization b) Mind mapping c) Learning Launches d) None of these
48. Select odd one out?
 a) Brain story
 b) Mind mapping
 c) Empathy
 d) Rapid concept
49. In design thinking, where does information used to put together a problem statement come from.
 a) The define stage
 b) Empathy stage
 c) Testing phase
 d) Prototype stage

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50. The define phase in design thinking is crucial for:
 a) Creating prototypes
 b) Identifying user needs
 c) Clearly articulating the problem
 d) Generating ideas

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