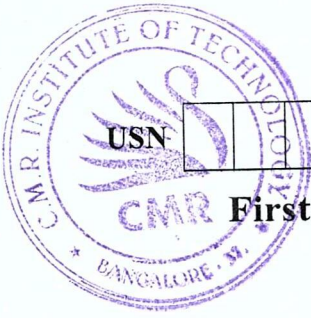


CBCS SCHEME

BIDTK158/258



USN

Question Paper Version : A

First/Second Semester B.E./B.Tech. Degree Examination,
Dec.2025/Jan.2026

Innovation and Design Thinking

Time: 1 hr.

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. Which of the following principles are not considered for design thinking?
a) Embrace experimentation
b) Human – centric design
c) Profit – centric
d) Pattern identification for problem solving
2. To empathize, one has to
a) Observe b) Engage c) Listen d) All of these
3. _____ storytelling is the most compelling type of story
a) Visual b) Textural c) Aural d) All of these
4. Which of the following are NOT tools of visualization?
a) Stories b) Videos c) Images d) Maps
5. Collecting _____ is an important portion of testing a prototype in the test stage of design thinking
a) Money b) Feedback c) Pictures d) Emails
6. Which of these are NOT components of a mind map?
a) Arrows
b) Branches
c) Central idea
d) All of the above are components

7. Journey mapping is also called _____ mapping
 - a) Path
 - b) Experience
 - c) Conduct
 - d) Feedback
8. Mind maps are used to _____ ideas
 - a) Generate
 - b) Visualize
 - c) Structure
 - d) All of these
9. Which of the following are NOT tools of design thinking?
 - a) Mind mapping
 - b) Co-creation
 - c) Online marketing
 - d) Prototyping
10. What is your first model/design of a product called?
 - a) Draft
 - b) Prototype
 - c) Rough Draft
 - d) Practice design
11. A prototype is a simple experimental model of a proposed solution used to
 - a) Test ideas
 - b) Validate ideas
 - c) Both
 - d) None of these
12. In design, where does the information used to put together a problem statement come from?
 - a) The Empathize stage
 - b) The ideate stage
 - c) The design stage
 - d) The testing stage
13. A case study is
 - a) a research strategy
 - b) an empirical inquiry
 - c) a descriptive and exploratory analysis
 - d) All of these
14. _____ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods
 - a) Literature study
 - b) Case study
 - c) Co-creation
 - d) Prototyping
15. MVP stands for
 - a) Minimum Viable Product
 - b) Maximum Viable Product
 - c) Most Viable Product
 - d) None of above
16. The final step in the design process is to _____
 - a) Test
 - b) Define
 - c) Ideate
 - d) Empathize
17. The purpose of MVP is NOT
 - a) Be able to test a product hypothesis with maximum resources
 - b) Accelerate learning
 - c) Reduce wasted engineering hours
 - d) Get the product to early customers as soon as possible
18. The three "I"s of design thinking DO NOT include
 - a) Implementation
 - b) Interest
 - c) Inspiration
 - d) Ideation
19. _____ is an iterative and incremental method of managing development and design
 - a) Waterfall model
 - b) Cyclic methodology
 - c) Agile methodology
 - d) All of these

20. The goal of the prototype phase is
 a) To understand what component of your idea didn't work
 b) To understand what component of your idea worked
 c) Both a and b
 d) None of these
21. Design thinking typically is a
 a) Linear process
 b) Non linear process
 c) Cyclic process
 d) None of these
22. Design thinking is also known as
 a) Adaptable enquiry
 b) Strategic design thinking
 c) Transformation by design
 d) All of these
23. _____ is the way to narrow down the thoughts to reach at the final solution
 a) Convergent thinking
 b) Divergent thinking
 c) None of them
 d) All of these
24. _____ was IDEO's first expression of design thinking
 a) Deep-Dive
 b) Deep Design
 c) Deep -structure
 d) Study -Dive
25. User persons are created during which phase of design process
 a) Design stage
 b) Discover stage
 c) Develop stage
 d) None of these
26. _____ Helps the design team and client to visualize and handle the design concept
 a) Define
 b) Ideate
 c) Empathise
 d) Prototype
27. Frank Robinson defined and coined the team
 a) Design thinking
 b) Mind Mapping
 c) MVP
 d) Hypothesis
28. Collaborative teamwork is essential in design thinking for
 a) Equal importance to all members
 b) Solving multifaceted problems
 c) Unbiased selection of ideas
 d) Better failure management
29. The ultimate goal of design thinking is to help you design better
 a) Services
 b) Products
 c) Experiences
 d) All of these
30. BPM stands for
 a) Business Process Management
 b) Building Product Management
 c) Business Product Management
 d) Basic Product Management
31. What is design consideration are not linked with?
 a) Products
 b) Services
 c) Business
 d) Computers

42. What is the main goal of business process modeling?
 a) To improve employee morale and satisfaction
 b) To create complex flowcharts for documentation process
 c) To increase operational efficiency and reduces costs
 d) None of these
43. Which of the following is a benefit of business process modeling?
 a) Increased product quality
 b) Improved communication and collaboration
 c) Higher employee salaries
 d) None of these
44. What is the first step in developing a strategic innovation plan?
 a) Identifying the market and competition
 b) Analyzing the market and competition
 c) Defining the company's mission and vision
 d) Generating ideas for innovation
45. Which type of innovation refers to improvements in existing products or services
 a) Disruptive innovation
 b) Incremental innovation
 c) Open innovation
 d) Radical innovation
46. Design thinker in an organization are
 a) People b) Employees c) Managers d) All of these
47. Integrating design thinking in strategic innovation includes
 a) Reviewing b) Simulating c) Conversing d) All of these
48. Innovation is defined as :
 a) The commercialization of a new product or process
 b) A new product or process idea
 c) The invention of a new product or process
 d) The implementation of a new production method
49. Which of the following is NOT a characteristic of a strategically innovative company?
 a) Focus on incremental improvements
 b) Risk-taking
 c) Flexibility and adaptability
 d) Customer-centric approach
50. As an innovation consultant, what should you do to help a team struggling to think outside the box during a brain storming session?
 a) Propose to them new brain storming technique (eg. Mash – up)
 b) Remind the team about the problem statement to help guide the ideation process
 c) Give them feedback about the ideas like highlighting the good ones already proposed
 d) Remind the team about the Brainstorming rules.