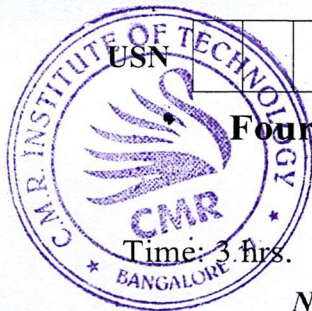


CBCS SCHEME

22MBA402



Fourth Semester MBA Degree Examination, June/July 2025
Innovation and Design Thinking

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks , L: Bloom's level , C: Course outcomes.*

		M	L	C		
Q.1	a.	What is value chain analysis?		3	L1	CO1
	b.	What is the application of POEMS in design thinking and innovation?		7	L2	CO3
	c.	Discuss the cultural artifacts that helps in knowing people. Elaborate with suitable example.		10	L3	CO4
Q.2	a.	What is Buzz Report?		3	L1	CO1
	b.	Elaborate strategy roadmap with the help of suitable example.		7	L2	CO3
	c.	"By understand and thinking about factors of a person collectively in a structural manner. One can gain a richer, more profound knowledge of an individual experience." Justify the statement in your words taking 5 human factor view.		10	L3	CO4
Q.3	a.	What is a Venn diagramming?		3	L1	CO1
	b.	Explain puppet scenario with suitable example.		7	L2	CO2
	c.	Discuss the innovation challenges in Design Thinking.		10	L2	CO3
Q.4	a.	What do you understand by video ethnography?		3	L1	CO1
	b.	Explain double diamond design model.		7	L3	CO1
	c.	"Exploring concepts through prototyping involve adopting a dynamics and iterative mindset geared toward innovation and problem solving" Explain the statement with example.		10	L3	CO4
Q.5	a.	What is vision statement?		3	L1	CO1
	b.	Elaborate seven modes of Design innovation process.		7	L2	CO2
	c.	"Mahatma Gandhi exemptified how observation from the life of ordinary people would be transformed into influential guiding principles profoundly affecting those around him and fostering innovation in social reform" – Explain the above statement. How Guiding principle is helping the design thinkers.		10	L3	CO4
Q.6	a.	What is Prototype?		3	L1	CO2
	b.	How popular media search helps in the process of innovation and design thinking.		7	L3	CO2
	c.	"A sequence of written and visual sketches outline a story and explain how each component of the concept system function in various scenario." Explain above statement in from solution taking suitable example.		10	L3	CO4

Q.7	a.	What do you understand by design thinking?	3	L1	CO1
	b.	Elaborate the use of symmetric clustering matrix in innovation and design thinking.	7	L2	CO2
	c.	“Trend matrix is concise summary of current development that act as indicators of failure pathway” Explain the statement with proper justification with example.	10	L2	CO2
Q.8		<p>Case Study :</p> <p>Gillette has always believed that continuous new product development resulting from extensive R&D is necessary to differentiate itself from its competitors. True to its corporate mantra of “innovation is Gillette”, the company has introduced some of the most successful and widely acclaimed innovative products in the consumer product industry. Its product range, protected by trademarks, is legendary with such brands as sensor, sensor excels Mach 3 and Gillette for 100 mm Venus. The company’s policy is to generate 40% of its sales from products launched within the last five years. One reason for Gillette’s strong focus on new product development is that the competition has successfully learned to copy its products very quickly. For example, Schiok had imitated Gillette’s track-II twin blade razor within five months of the product’s launch. Further product launches have added to the brand value of Gillette. It has succeeded in some markets, in making razors less of a commodity product – which consumers just buy on price and convenience considerations – but a branded product that consumers will pay a premium price for.</p> <p>Questions :</p>			
	a.	Evaluate the factors that determine the level of innovation in an industry.	10	L4	CO4
	b.	Discuss the use of innovative products and trademarks can add to the value of a company such as Gillette.	10	L4	CO3

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