



CBCS SCHEME

BIDTK158/258/22BD16

Question Paper Version : A

First/Second Semester B.E./B.Tech/B.Design Degree Examination,
June/July 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.**
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1. The main objective of the Design Thinking Research is a
a) Testing the theory b) Refining the theory c) .Both a and b d) None of these
 2. How many steps are there in Design – Thinking?
a) 4 b) 3 c) 5 d) 6
 3. When defining a problem, your problem statement should include solution?
a) TRUE b) FALSE
 4. MVP stand for
a) Minimum Viable Product b) Minimum Viable process
c) Minimum Variety Process d) Minimum Victory process
 5. You would interview people to gain an understanding of how they feel during the ____ stage of OT
a) Prototype b) Define c) Ideate d) Emphathize
 6. Design Thinking is a Linear Process
a) TRUE b) FALSE
 7. What is the main focus of Design Thinking?
a) The Designer b) The user c) The business d) Strategy
 8. What is the output of the “Define” stage in DT?
a) A list of potential problems b) A clear problem statement and user needs
c) A working prototype d) User feedback and analysis

9. "Frank Roboson" defined and coined the term
a) Design thinking b) Mind mapping c) MVP d) Hypothesis
10. Both "MVP" and "Prototype" are different.
a) TRUE b) FALSE
11. Collecting _____ is an important portion of testing a prototype in the test stage of Design Thinking (DT)
a) Pictures b) Money c) Feedback d) Emails
12. Mind mapping is needed on all types of conversation
a) TRUE b) FALSE
13. BPM helps to improve process communication, control and consistency
a) TRUE b) FALSE
14. Which of the following are NOT tools of Design thinking?
a) Co-creation b) Prototyping c) Mind-mapping d) On-line marketing
15. _____ is highly relatable and rounded fictional character, Generalized, but not stereotyped
a) Team b) Persona c) Customer d) Group
16. _____ is an example of a tool to understand users needs, wants, touch points and goals.
a) User testing b) User centered design c) Surveys d) Empathy maps
17. How many decisions are made in Empathy Map?
a) 2 b) 4 c) 7 d) 10
18. In collaborative design thinking what kind of communication is most powerful?
a) Synchronous b) Asynchronous c) Only a d) a and b
19. _____ is a tool for bringing to the surface the key assumptions underlying the business hypothesis.
a) Rapid concept development b) Co-creation c) Assumption testing d) All of these
20. Comprehensive thinking principle of DT does not include.
a) Relationship b) Collaboration c) Communication d) Supplier
21. _____ story telling is the most compelling type of story.
a) Aural b) Visual c) Textual d) All of these
22. Journey Mapping Considers Emotions
a) Yes b) No c) May be
23. In MPV, product canvas includes
a) Target b) Goal c) Scale d) All of these
24. Visualization is a tool of Design thinking would invoice presenting data through
a) Clear presentations b) Images and stories
c) Both a) and b) d) None of these

25. The end goal of value chain analysis is to
 - a) Create better value for the customers
 - b) To set common scrolls and goals for value chain partners
 - c) Both a and b
 - d) None of these
26. Agile has a iterations of
 - a) 1 to 4 day
 - b) 1 to 4 weeks
 - c) 4 to 8 weeks
 - d) 1 to 4 months
27. Design thinking approach for business challenge for change is
 - a) Story telling
 - b) Humanization
 - c) Sense making
 - d) All of these
28. In V-MODEL every single phase in the development cycle, there is a directly allocated testing phase
 - a) TRUE
 - b) FALSE
29. SLM stands for
 - a) Software Life Modeling
 - b) Selective Laser Melting
 - c) Selective Lamination Modeling
 - d) All of these
30. Standardization cannot make internal process more efficient and effective.
 - a) AGREE
 - b) DISAGREE
31. Value Redefinition is
 - a) Design approach that helps to develop a new voice and meaning
 - b) Central to sense making
 - c) Crating Models
 - d) All of these
32. What is Information?
 - a) Instruction
 - b) Data
 - c) People
 - d) All of these
33. What is meant by "SCRUM" in Agile methodology?
 - a) Prototype
 - b) Framework
 - c) Both a and b
 - d) None of these
34. Personas become shorthand for
 - a) User attributes
 - b) Problem statements
 - c) Prototypes
 - d) None of these
35. SDLC stand for "Software Design Life Cycle"
 - a) TRUE
 - b) FALSE
36. Actual programming of software code is done during _____ step in the SDLC.
 - a) Maintenance
 - b) Design
 - c) Analysis
 - d) Development
37. Waterfall "Model" is also known as
 - a) Least sequential life cycle model
 - b) Low cost life cycle model
 - c) Linear sequential life cycle model
 - d) Simple Model
38. Marketing objective and product strategy are main factors of
 - a) Artistic intent
 - b) Providing planned outputs and Stylistic approaches
 - c) Printed Network
 - d) Design Brief

39. What is the importance of prototyping in agile design thinking?
a) To quickly test and refine design ideas
b) To showcase design capabilities to stakeholders
c) To impress users with cutting edge technology
d) To ensure compliance with industry standards and regulations
40. Design thinking approach for business challenge in extreme competition is ____
a) Experience Design
b) Sense Making
c) Humanization
d) All of these
41. The key dimensions of experience design are ____
a) Scope
b) Intensity
c) Experience
d) All of these
42. ____ Framework belongs to Agile Methodology
a) BOT
b) SCRUM
c) Hybrid
d) BDD
43. The types of innovation by area of focus are
a) Radical
b) Incremental
c) Descriptive
d) All of these
44. Which of the below form is allocated the most with Design Thinking?
a) IKEA
b) IDEO
c) IDEA
d) IKEL
45. Customer Co-creation” is an effective process that brings users and designers to work together towards Shared goal
a) TRUE
b) FALSE
46. What is an example of a method for conducting user research?
a) Surveys
b) Usability testing
c) Design sprints
d) All of these
47. 3D-printing machine is an example of
a) Radical innovation
b) Disruptive innovation
c) Architectural innovation
d) All of these
48. Paper sketching is an example of
a) Low fidelity prototype
b) High fidelity prototype
c) Both a) and b)
d) None of these
49. Integrating design thinking in strategic innovation includes
a) Reviewing
b) Simulating
c) Conversing
d) All of these
50. In the context of strategic innovation, which element is most critical for including a ‘Creative Culture’ within a design thinking process
a) Prioritizing immediate market feasibility
b) Psychological safety to encourage productive failure
c) Strict adherence to established industry hierarchies
d) Limiting the ideation phase to one section or department to maintain focus

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