

CBCS SCHEME

21IDT19

[Max. Marks: 50

Question Paper Version: A

First Semester B.E./B.Tech./B.Arch./B.Planning Degree Examination, Feb./Mar. 2022

Innovation and Design Thinking

(COMMON TO ALL BRANCHES)

Time: 1 hr]

INSTRUCTIONS TO THE CANDIDATES

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

	promoned.	Since.	4 1 4		
1.	The first step in the des	sign thinking process	is to		
•	_	b) Define	c) Ideate	ø d) Empathize	
_	5 1 6 1 1 1 1		3		
2.	The final step in the de				
	a) Test	b) Define	c) Ideate	d) Empathize	
3.	Design thinking typical	lly helps in			
	a) Innovation	a.V	b) Data analytic	cs	
	c) Financial planning	CV	d) Operational	efficiency	
	4		7 4	•	
4.	Design thinking is a pro	ocess of			
••	a) Thinking about design	A A7	7		
	b) Designing ways in w		p p		
	c) Asking users to solve	. 1			
	d) Defining, framing ar	id solving problems fi	rom user's prospecti	ve	
		X ,			
5.	What are the steps in de	sign thinking process	3		
	a) Understand → Draw	\rightarrow Ideate \rightarrow Create -	→ Test		
	b) Empathize → Define	\Rightarrow \rightarrow Ideate \rightarrow Prototy	$pe \rightarrow Test$		
	c) Empathize → Design	$1 \rightarrow Implement \rightarrow Pro$	$oduce \rightarrow Test$		
	d) Understand → Defin	$e \rightarrow Ideate \rightarrow Produc$	ce → Try		
	,	1-9	•		

			4 / 7				
6.	Design thinking is a li	near process	()				
	a) True	b) False	c) Cannot say	d) None of the above			
_				w) 1 10110 01 1110 400 40			
7. Which of the following is not one of the profiles of design thinkers?							
	a) Empathy	b) Simplicity	c) Integrative thinking	d) Optimism			
0	Devil		7				
8.	During which stage w	yould you consult experts	to learn more about the a	reas of concern and to			
	a) Prototype	of other people's experier	ices?				
	u) i fototype	b) Define	c) Ideate	d) Empathize			
9.	Collecting is	an important mouting C.					
	thinking.	an important portion of t	esting a prototype in the	e test stage of design			
	a) Pictures	b) Money	a) Facility 1	1. 17			
			c) Feedback	d) E-mails			
10.	Which of the firm me	ntioned is associated the m	ost with design thinking?				
	a) Ikea	b) Ideo	(c) Idea	d) Ikei			
11		V	3,440	d) IKCI			
11.	Majority of the top ex	ecutives regardeda	s one of the top three lead	ership qualities?			
	a) Empathy	b) Creativity	c) Humanity	d) Qualification			
12.	In decign thinking	11					
12. In design thinking, where does the information used to put together a problem state from?				oblem statement come			
	a) The design stage	b) The Define stage	A 43				
	, and arough stage	o) The Define stage	c) The empathize stage	d) The testing stage			
13.	What is wrong with the	his product design? (Refer	Fig (013)				
			B.Q13).	V			
	*						
	, Y						
	4						
	A. A. A.						
	A.						
			The second				
	¥ .	Fig	.Q13				
	a) Color cannot be id	entified	.Q13				
	b) If does not functio	Con. U					
	c) It will not be comf						
	d) The design takes n	nore years.					
14.		in the design thinking proc	ess?				
	a) True	b) False	c) Can't Say	d) None of the above			
1.5	D						
15.		y be demonstrated and test					
	a) True	b) False	c) Both	d) None.			

				and the second		
16.	At what step do you want to complete the POV-Point of view?					
	a) Empathy	b) Prototype		c) Define	d) Ideate.	
17.	The initial design brief/specifications are provided by					
	a) Designer	b) User	(***) (***)	c) Both of them	d) Client.	
10	W/h					
18.			em stateme	ent should include a		
	a) True	b) False	9.1	c) Do not know	d) All of the above.	
19.	Design thinking no	ocess can be annli	ed in any n	rofession/any area/ a	any field	
17.	a) True	occss can be appli	cum any p	b) False	iny noid.	
	c) Cannot say			d) None of the abo	ove	
	c) cumot suy			d) None of the doc	,,,,	
20.	User persons are created during which phase of design thinking process.					
	a) Design stage	1 m	1	b) Discover stage		
	c) Develop stage			d) None of the abo	ve.	
	4	, V	Pa	7		
21.	In design thinking process, in the delivery phase we					
	a) Iterate	P	All I	b) Test		
	c) Prototype		1	d) All of the above).	
	TDI 1 C	, ,	Car.			
22.	The goal of prototy		· · ·	1		
	a) To understand what component of your idea did not workb) To understand what component of your idea work					
	c) Both of them	what component of	your idea	WOIK		
	d) None of them	X .	400	The o	A Y	
	d) Ivone of them	4		9 6	>w	
23.	What does MVP stands for in Agile					
	a) Minimum viable		0	b) Marks variable	product	
	c) My valuable pro	duct		d) None of the abo		
			>	Contract of the second		
24.	What question did	the designer forget	to ask in t	he Fig. Q24 below?		
	A. A.		The sale of			
	4	Shares I. V				



Fig. Q24

- a) How many urinals are neededb) How much space is needed per person?c) What is the purpose of urinals?
- d) What will the toilet look like once the floor plan is complete

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25.	Which is not a good interview strategy for the e a) Encourage person to talk about experiences b) Encourage short answers that get right to the c) Ask-follow up questions to get more information.	point
	d) All of the above.	
26.	Which of the following principles are not conside a) Embrace experimentation c) Profit centric	dered for design thinking? b) Human – centric design d) Pattern identification for problem solving
27.	To empathize, one has to a) Observe c) Listen	b) Engage d) All of the above.
28.	Which of the following are not tools of visualiz a) Maps c) Stories	ation? b) Images d) Videos.
29.	a) Aural c) Textual	b) Visual d) All of the above.
30.	Mind maps are used toideas a) Generate c) Structure	b) Visualize d) All of the above.
31.	Which of these are not components of a mind in a) Branches c) Central idea	hap? b) Arrows d) All of the above.
32.	Journey mapping is also called map a) Path c) Conduct	ping. b) Experience d) Feedback
33.	Journey mapping maps which phase of activity a) Before a service c) After a service	of service for a customer? b) During a service d) All of the above.
34.	Which of the following are not tools of Design a) Co-creation c) Mind mapping	thinking? b) Prototyping d) Online marketing.
35.	is used with the objective of identiculate. a) Mind mapping c) Story telling	tifying needs that customers are often unable to b) Experience mapping d) Rapid concept development.

36.	What is your first model/design of product of a) Draft	AQ'	2110119
	a) Draft	Called?	
	c) Prototype	b) Rough draftd) Practice design.	
37.	The three Parch	d) I factice design.	
.,,	The three I's of Design thinking do not inclua) Interest	ıde	
	c) Inspiration	b) Implementation	
	, FWIOH	d) Ideation.	
38.	Frank Robinson defined and coined the term	» ·	Y
	a) Design thinking	b) Mind mapping	
	c) MVP	d) Hypothesis.	
39.	Collaborative to any 1	4	
٠,٠	Collaborative team work is essential in designal Equal importance to all members	n thinking for b) Solving multifaceted	problems
	c) Unbiased selection of ideas	d) Better failure manag	
		<i>A</i>	
40.	Design thinking process began with the follo		
	a) Understand - Improve - Applyc) Study - Solve - Create	b) Define – Ideate – Bui d) Understand – Ideate -	
	c) Study – Solve – Create	(a) Understand – Ideate -	Cleate.
41.	Design thinking is also known as		
	a) Adaptable Enquiry	b) Strategic design think	ring
	c) Transformation by design	d) All of the above.	
42.	is the way to narrow down the	e thoughts to reach at the fine	al solution.
	a) Convergent thinking	b) Divergent thinking	<u> </u>
	c) None of them	d) Both a and b.	
12	Design thinking follows		
43.	Design thinking follows a) Waterfall model	b) Agile methodology	
	c) Both of these	d) None of these.	
44.	is an iterative and incremental ma) Waterfall model	nethod of managing developm b) Agile methodology	nent and design.
	c) Cyclic methodology	d) All of the above.	
	e) estate interiores	W 4 111 01 1110 1100 101	
45.	BPM stands for	Y	
	a) Building Product Management	b) Business Product Mar	
	c) Business Process Management	d) Basic Product Manage	ement.
46.	A Hypothesis is		
	a) a wished for result that the researcher con		
	b) a complicated set of sentence that pulls var	riables into sponsored comple	ex relationships
	c) a conjecture that is grounded in support bacd) None of the above.	ckground originating from se	condary research
	d) INOTIC OF LIFE ADDIVE.		
47.	is an analysis of persons, group	ps, events, decisions, period	s, policies, institutions
	or other systems that are studied holistically b	y one or more methods.	
	a) Literature study b) Case study	c) Co-creation	d) Prototyping.

- 48. 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.
- 49. Which of the following is an innovation model?
 - a) Employee innovation

b) Customer innovation

d) All of the above.

- c) Partner/Supplier/Competitor/Public innovations
- 50. Which of the following is an example of innovation.
 - a) Wheel

b) Compass

c) Telephone

d) All of the above.

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