Acharya's NRV School of Architecture
LIBRARY
Bangalore

CBCS SCHEME

21IDT19

USN

Question Paper Version : B

First Semester B.Arch./B.Planning 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. David is testing his prototype. What should his next move be?
   a) Collect feedback from the testers to evaluate his idea
   b) Ideate and come up with more ideas
   c) Research the people he is designing for
   d) Change his problem statement

2. Mind Maps are used to _____ ideas.
   a) Generate b) Visualize c) Structure d) All of these

3. A hypothesis is _____
   a) a wished for result that the researcher concludes
   b) a complicated set of sentences
   c) a conjuncture that is grounded
   d) None of these

4. 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

5. Developing a _____ around your prototype helps you communicate it in context.
   a) Box b) Story-Skit c) Power Point d) Website

6. Which of the following well known consulting firms are offering design thinking as a solution?
   a) McKinsey b) BCG c) Bain and Co d) All of these

7. During which stage would you want to try to "think outside the box".
   a) Ideate b) Prototype c) Define d) Empathize

8. Design thinking approach leads to
a) Technology centric design
b) Marketing centric design
c) People centric design
d) All of these

9. _____ method accommodate changes at any time compared to waterfall model.
a) Agile modelling
b) Rapid Prototyping
c) Spiral modelling
d) Scenario based prototyping

10. What is a problem statement in design thinking?
a) A written expression of the problem to be solved
b) A written expression of the problem from the prototype
c) A written expression of the problem inside the group
d) A written expression of the problem with the target market

11. _____ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studies holistically by one or more methods.
a) Case study
b) Literature study
c) Co-creation
d) Prototyping

12. Anand and Mahesh work together to create a list of twenty things they could do to improve school lunches. Which stage are they on?
a) Define problem statement
b) Ideate
c) Prototype
d) Test

13. Design thinking follows
a) Waterfall model
b) Agile methodology
c) Both a and b
d) None of these

14. BPM stands for
a) Building Product Management
b) Business Product Management
c) Business Process Management
d) Basic Product Management

15. Which of the following sequence is correct for Waterfall Methodology?
a) Define – Design – Develop – Test – Deploy
b) Define – Develop – Design – Test – Deploy
c) Define – Design – Develop – Deploy – Test
d) Design – Define – Develop – Test - Deploy

16. The three "I"s of Design thinking do not include
a) Implementation
b) Interest
c) Inspiration
d) Ideation

17. In the delivery phase we
a) Iterate
b) Test
c) Prototype
d) All of these

18. Malini is in the ideate phase. What is her goal?
a) To come up with one or two great ideas
b) To come up with as many ideas as possible, good and bad
c) To test his best idea
d) To figure out which problem he's going to solve

19. 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

20. At what step do you want to complete the POV – point of view?
a) Empathy b) Prototype c) Define d) Ideate

21. What is the customer journey map?
a) It is map to locate where the customer has traveled
b) This only applies to travel industry, since it involve maps.
c) It is a typical journey of a customer who goes through a certain experience
d) The map that leads us to a profit making enterprise

22. For building a customer journey map we interview only one customer.
a) True b) False

23. What is usual order of problem solving process?
a) Try, Reflect, Prepare, Define b) Prepare, Try, Define, Reflect
c) Define, Prepare, Try, Reflect d) Try and Reflect

24. Stages of design thinking workshop are planning stage and workshop stage.
a) True b) False

25. Learning goals of design thinking workshop are related to
a) Define learning outcomes b) Define learning styles
c) Mapping with problem statement d) Understanding culture of the organization

26. Design thinking is a iterative process.
a) True b) False

27. During which stage would you gather information about peoples need and motivations
a) Prototype b) Define c) Empathize d) Ideate

28. Best design provider should have special capabilities such as
a) Multidisciplinary b) Communication skill
c) Think conditionally and roughly d) All of these

29. Which stage would you consider to be an experimental phase where you are trying out solutions, you previously brainstormed?
a) Prototype b) Define c) Test d) Ideate

30. Prototype is a simple experimental model of a proposed solution used to
a) Test idea b) Validate idea
c) Both a and b d) None of these

31. Design thinking is a _____
a) Linear Process b) Parabolic Process
c) Chaotic Process d) Usual Process

32. Design thinking required _____
a) Initial user research
b) Interview of customer
c) Understanding local culture
d) All of these

33. Which of the below firm is associated the most with Design Thinking?
a) Ikea
b) Ideo
c) Idea
d) Ikei

34. What are the steps of the design thinking process?
a) Understand > Draw > Ideate > Create > Test
b) Emphathise > Define > Ideate > Prototype > Test
c) Emphathise > Design > Implement > Produce > Test
d) Understand > Define > Ideate > Produce > Try

35. You would interview people to gain an understanding of how they feel during the _____ stage of design thinking.
a) Prototype
b) Define
c) Ideate
d) Empathise

36. Design thinking supports in
a) Developing the product
b) Developing the strategy
c) Developing the process
d) All of these

37. You are an innovation consultant helping a team apply the Design Thinking approach. This team is working on the ideation step and have produced more than 100 ideas. What would you suggest they do first?
a) To prototype some of these ideas
b) To categorise their ideas
c) To continue iterating on ideas
d) To vote for their perfect idea.

38. Integrating Design thinking in strategic innovation includes
a) Reviewing
b) Simulating
c) Conversing
d) All of these

39. When defining problem, your problem statement should include a solution.
a) True
b) False

40. Mr. Ravi wants to design a new bed that he can sell to nursing homes to use with their patients. However Ravi doesn't want anything to do with older, adults or people with disabilities. According to the design thinking process, Mr. Ravi will face problem because he is missing_____
a) Empathy
b) Creativity
c) Practicality
d) Imagination

41. Which of the following principle are not considered for design thinking?
a) Human centric design
b) Profit centric design
c) Embrace experimentation
d) Pattern identification for problem solving

42. What is your first design of product called
a) Rough draft
b) Draft
c) Practice design
d) Prototype

43. A case study is
a) A research strategy
b) An empirical enquiry
c) A descriptive and explanatory analysis
d) All of these

44. Design thinking principle do not include
a) Creadibility
b) Desirability
c) Feasibility
d) Viability

45. Which of the following are not tools of visualization?
a) Maps
b) Images
c) Stories
d) Videos

46. _____ storytelling is the most compelling type of story
a) Aural
b) Visual
c) Textual
d) All of these

47. Journey mapping is also called _____ mapping.
a) Experience
b) Path
c) Conduct
d) Feedback

48. Value chain analysis examines how an organization interacts with value chain partners to _____ new offerings.
a) Produce
b) Market
c) Distribute
d) All of these

49. Learning launches are designed to test the key underlying value generating assumptions of a potential new-growth initiative in the m
arket place.
a) True
b) False
c) Cannot be said

50. The goal of prototype phase is
a) To understanding what component of your idea didn't work.
b) To understanding what component of your idea worked.
c) Both a and b
d) None of these

* * * * *