



CBCS SCHEME

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Question Paper Version : A

First Semester B.Arch./B.Planning 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. Design thinking is best described as:
 - a) A method facilitated only by designers
 - b) A process for creative problem solving
 - c) A traditional engineering approach
 - d) A linear management process.
 2. The first step in the Design Thinking process is:
 - a) Define
 - b) Ideate
 - c) Empathize
 - d) Test
 3. The final step in the Design Thinking process is:
 - a) Ideate
 - b) Prototype
 - c) Define
 - d) Test
 4. Which stage focuses on understanding User's needs and motivations?
 - a) Define
 - b) Empathize
 - c) Ideate
 - d) Prototype
 5. Interviewing users mainly belongs to which stage?
 - a) Test
 - b) Ideate
 - c) Empathize
 - d) Define
 6. Design Thinking is a:
 - a) Linear Process
 - b) Non-linear Process
 - c) Rigid Process
 - d) Fixed Sequence Method

7. Which organization is most associated with Design Thinking?
- a) IKEA b) IDEO c) Google d) Microsoft
8. Collecting _____ is an important part of testing a Prototype.
- a) Emails b) Feedback c) Money d) Pictures
9. The Purpose of proto typing is to:
- a) Finalize the product
b) Test and Validate Ideas
c) Increase Production
d) Avoid user feedback
10. Empathy helps designers to:
- a) Predict market trends
b) Set aside assumptions
c) Reduce Cost
d) Improve aesthetics only
11. Which of the following is NOT a principle of Design Thinking?
- a) Desirability b) Feasibility c) Viability d) Credibility
12. Which thinking helps generate multiple ideas?
- a) Convergent thinking
b) Logical thinking
c) Divergent thinking
d) Critical thinking
13. Narrowing down ideas to a final solution is called:
- a) Divergent thinking b) Creative thinking
c) Convergent thinking d) Abstract thinking
14. A Point of View (PoV) statement is completed during:
- a) Empathize b) Define c) Ideate d) Test

15. MVP stands for:
- a) Most Valuable Product
 - b) Minimum Viable Product
 - c) Maximum Viable Product
 - d) Market Viable Product
16. The goal of MVP is to:
- a) Use maximum resources
 - b) Accelerate learning
 - c) Avoid testing
 - d) Finalize the design
17. Which is NOT a good interview strategy?
- a) Asking follow-up questions
 - b) Encouraging short answers only
 - c) Letting users share Experiences
 - d) Uncovering hidden needs
18. User personas are created during:
- a) Discover stage
 - b) Design stage
 - c) Test stage
 - d) Delivery stage
19. Journey mapping is also known as:
- a) Feedback mapping
 - b) Experience mapping
 - c) Process mapping
 - d) Service mapping
20. Mind Maps are used to:
- a) Test ideas
 - b) Structure and Visualize ideas
 - c) Finalize designs
 - d) Evaluate users

21. A Prototype is:
- a) A finished product
 - b) A theoretical idea
 - c) A simple experimental model
 - d) A marketing tool
22. Which phase involves brain Storming?
- a) Define
 - b) Empathize
 - c) Ideate
 - d) Test
23. Design thinking primarily focuses on:
- a) Technology
 - b) Human-Centric Solutions
 - c) Profit maximization
 - d) Automation
24. The three “I” s of Design thinking include all except:
- a) Inspiration
 - b) Ideation
 - c) Implementation
 - d) Interest
25. Which helps visualize and handle design concepts?
- a) Empathize
 - b) Ideate
 - c) Prototype
 - d) Define
26. Testing phase mainly helps to:
- a) Reject users
 - b) Identity what works and what doesn't
 - c) Finalize budget
 - d) Stop iteration
27. Design thinking can be applied to:
- a) Products only
 - b) Services only
 - c) Experience only
 - d) All of these
28. Which tool helps identity Unarticulated user needs?
- a) Storytelling
 - b) Experience mapping
 - c) Mind mapping
 - d) Rapid Concept development

29. IDEO's first expression of Design Thinking was called:
- a) Deep Design b) Deep Dive c) Design sprint d) Idea lab
30. Design thinking follows:
- a) Waterfall model b) Agile methodology c) Rigid framework d) Fixed hierarchy
31. A Hypothesis is:
- a) A proven fact
 - b) A guess without research
 - c) A testable assumption
 - d) A final conclusion
32. Case study is:
- a) Only theoretical analysis
 - b) An empirical inquiry
 - c) A marketing strategy
 - d) A design tool only
33. Human – centric design means:
- a) Design for profit
 - b) Design for user's needs
 - c) Design for technology
 - d) Design for aesthetics
34. Design brief is initially provided by:
- a) Designer b) Client c) User d) Developer
35. Prototypes should be tested:
- a) Only within the team
 - b) Only by Experts
 - c) With real users
 - d) Only after final design

36. Value chain analysis helps to:
- a) Reduce Cost only
 - b) Create new offerings
 - c) Eliminate users
 - d) Improve aesthetics
37. Which is NOT a tool of Design Thinking?
- a) Prototyping
 - b) Co-Creation
 - c) Mind - Mapping
 - d) Online Marketing
38. Design thinking mainly helps in:
- a) Innovation
 - b) Data analytics
 - c) Accounting
 - d) Legal compliance
39. Alterations after testing phase are:
- a) Not allowed
 - b) Encouraged
 - c) Optional
 - d) Avoided
40. Design thinking problems usually have:
- a) One correct answer
 - b) No user involvement
 - c) Multiple possible solutions
 - d) Fixed constraints only
41. Which phase includes integration?
- a) Define
 - b) Delivery
 - c) Empathize
 - d) Research
42. Empathy involves:
- a) Observation only
 - b) Listening only
 - c) Engagement only
 - d) All of these
43. Ux design mainly focuses on:
- a) Look and feel only
 - b) User experience and interaction
 - c) Backend Systems
 - d) Manufacturing

44. Which company avoided bankruptcy using Design Thinking?
- a) PepsiCo b) Airbnb c) Nokia d) Yahoo
45. Design thinking encourages failure because it:
- a) Increases cost b) Slows innovation c) Supports learning d) Reduces Creativity
46. Which stage converts ideas into tangible form?
- a) Ideate b) Empathize c) Prototype d) Define
47. Design sensibilities relate to:
- a) Technical drawings
- b) User Emotions and Comfort
- c) Cost estimation
- d) Legal standards
48. Which of the following best defines empathy?
- a) Seeing with your own eyes
- b) Feeling other's experiences
- c) Observing from distance
- d) Logical analysis
49. Design Thinking works best with:
- a) Individual effort b) Collaborative teamwork
- c) Top-down control d) Automation
50. The ultimate goal of Design Thinking is to design better:
- a) Products b) Services c) Experiences d) All of these

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