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Question Paper Version : A

First/Second Semester B.E./B.Tech./B.Arch./B.Plan. Degree Examination, June/July 2024
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. What is Design Thinking?
   a) A method facilitated by UX designers
   b) A process for creative problem solving
   c) A process to teach design to non-designers
   d) A methodology developed to discard old design methods

2. How many processing stages are available in Design thinking process?
   a) 4   b) 3   c) 5   d) 2

3. The first step in the design thinking process is to _____
   a) Define   b) Ideate   c) Empathize   d) Test

4. Design thinking follows _____
   a) Waterfall model   b) Incremental model
   c) Agile methodology   d) None

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

6. Design thinking typically helps in _____
   a) Innovation   b) Data Analytics
   c) Financial planning   d) Operational efficiency

7. Design thinking is a linear process _____
   a) True   b) False

8. What happens in the test stage of design thinking?
   a) You conduct a written test of your design team
   b) You allow customers to test a product or service
   c) You test product designed by competitors
   d) you engage in internal testing with employees

9. MVP stands for _____
   a) Minimum Viable Product   b) Maximum Viable Product
   c) Most Viable Product   d) None

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

11. _____ was IDEO's first expression of design thinking
    a) Deep – Design   b) Deep – Structure   c) Deep – Dive   d) Study – Dive

12. Which of the following is a pitch tool for "real world test"?
    a) Design brief   b) Prototype   c) Story Board   d) All of these

13. Understanding the design problem involves _____
    a) Asking right questions   b) Discussion of history
    c) Displaying the design brief   d) None of these

14. A case study is _____
    a) A research strategy
    b) An empirical inquiry
    c) A descriptive and exploratory analysis
    d) All of the above

15. A prototype is a simple experimental model of a proposed solution used to _____
    a) test ideas   b) validate ideas   c) Both   d) None of these

16. Which is NOT a good interview strategy for the empathy step?
    a) Encourage the person to talk about experiences
    b) Encourage short answers that get right to the point
    c) Ask flow-up questions to get more information
    d) Try to uncover needs people may or may not be aware of

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

18. Design thinking principles DO NOT include _____
    a) Feasibility   b) Viability   c) Desirability   d) Credibility

19. The final step in the design process is to _____
    a) Ideate   b) Test   c) Define   d) Empathize

20. The three "I" s of design thinking DO NOT include _____
    a) Interest   b) Implementation   c) Inspiration   d) Ideation

21. Frank Robinson defined and coined the term _____
    a) Design thinking   b) Mind Mapping   c) Hypothesis   d) MVP

22. _____ helps the design team and client to visualize and handle the design concept.
    a) Define   b) Ideate   c) Produce   d) Test

23. Human – centric design was re-interpreted as an acronym to mean
    a) Hear, Create, Deliver
    b) Hear, Create, Design
    c) Hold, Create, Deliver
    d) Hear, Compile, Deliver

24. Collaborative team work essential in design thinking for
    a) Making profit
    b) Closing down the operations
    c) Better failure management
    d) None of these

25. Standardization is a necessity with
    a) Industrialization
    b) Prototyping
    c) Design exploration
    d) Craft

26. The goal of the prototype phase is
    a) To understand what component of your idea didn't work
    b) To understand what component of your idea worked
    c) Both of them
    d) None of the above

27. First level of constituent of design communication is
    a) Interaction
    b) Clarity and expressivity
    c) Communicative
    d) None of these

28. Satellite communication setup is an example of
    a) 1 to 1
    b) 1 to many
    c) Many to many
    d) 1 to 1 to many

29. The best way to predict the future is to create it". Quote by,
    a) Peter F Drucker
    b) Igor
    c) Thomas
    d) Ansoff

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

31. _____ is an iterative and incremental method of managing development and design
    a) Waterfall model
    b) Agile methodology
    c) Cyclic methodology
    d) All of these

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

33. Integrating Design Thinking in strategic innovation includes _____
    a) Reviewing
    b) Simulating
    c) Conversing
    d) All of these

34. Which innovation is about improving the existing features?
    a) Radical Innovation
    b) Disruptive Innovation
    c) Architecture Innovation
    d) Incremental Innovation

35. Connecting various thoughts through the Design process to the central idea is,
    a) Journey mapping
    b) Mind mapping
    c) User survey
    d) Assumption testing.

36. The tool is used in generating hypothesis about potential new business opportunities is
    a) Rapid concept development
    b) Mind mapping
    c) Both a and b
    d) None of these

37. Which tool is designed to test the value generating assumption of a potential new growth initiative?
   a) Visualization
   b) Mind mapping
   c) Learning Launches
   d) None of these

38. What is the way to narrow down the thoughts to reach at the final solution?
   a) Convergent thinking
   b) Divergent thinking
   c) None
   d) Both a and b

39. Select odd one out :
   a) Brain storming
   b) Sense Making
   c) Empathy
   d) Rapid concept

40. Which of the following is not an Agile collaborative principle?
   a) Break silos of project
   b) Customer satisfaction
   c) Adaptability to project brief
   d) Predetermined hierarchy in teams

41. Who bought a collaborative design philosophy?
   a) Henry Ford
   b) Steve Jobs
   c) Both of them
   d) None

42. What are the stages of design thinking workshop?
   a) Planning, workshop
   b) Defining, Testing
   c) Planning, Testing
   d) Workshop, Testing

43. Duration of design thinking workshops can be _____
   a) Two days
   b) A whole week
   c) 10 hours
   d) All depending on the context of workshop

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

45. Sprint Literal meaning is
   a) Short race at slow speed
   b) A short race at full speed
   c) A long race at slow speed
   d) A long race at full speed

46. Which of the following in not an activity in the workshop stage during the design thinking workshop?
   a) Define problem statement
   b) Checking the ambience for workshop
   c) Testing
   d) Prototyping

47. Design Thinking is sometimes visualized as linear process, but it is actually
   a) Impactful
   b) Incapacitating
   c) International
   d) Iterative

48. User persons are created during which phase of design thinking processes?
   a) Design stage
   b) Discover stage
   c) Develop stage
   d) None of these

49. State true or false. The various stages of design thinking are fixed and linear.
   a) True
   b) False

50. "Invest in user research" – here word "user research" belongs to
   a) Empathize
   b) Design
   c) Ideate
   d) Testing.

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