



CBCS SCHEME

22MBA402

Fourth Semester MBA Degree Examination, June/July 2024 Innovation and Design Thinking

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	What do you understand by "Design Thinking"?	3	L1	CO1
	b.	Write a note on Asymmetric clustering matrix.	7	L2	CO3
	c.	Elucidate clearly on POEMS framework.	10	L3	CO2
Q.2	a.	What do you understand by "Persona Definition"?	3	L1	CO1
	b.	Discuss on Competitors – Complementors Map and Eras Maps.	7	L2	CO3
	c.	Discuss the mindsets to frame the people insights.	10	L4	CO4
Q.3	a.	Explain the concept of "User Journey Map".	3	L1	CO2
	b.	Converse about Design Thinking as a solution.	7	L2	CO3
	c.	How does the "Seeking Clearly Added Value" and "Narrating stories about the future" will able to explore the concepts.	10	L3	CO2
Q.4	a.	What do you understand by Sense Intent Mindset?	3	L1	CO1
	b.	What are the five human factors to know people?	7	L2	CO3
	c.	Consequently, how the Solution Roadmap and Solution Database method will frame solutions.	10	L3	CO2
Q.5	a.	Define Video Ethnography.	3	L1	CO1
	b.	Circumstance and Elaborate on Pilot development and testing.	7	L3	CO2
	c.	Explain the SEVEN modes of design innovation process.	10	L3	CO2
Q.6	a.	Brief on Venn Diagramming.	3	L1	CO1
	b.	Overview on concepts of Solution Diagramming and Solution Storyboard.	7	L2	CO3
	c.	State the concept of SWOT analysis with an example.	10	L3	CO2
Q.7	a.	Emphasize and Acknowledge on Experience Simulation method.	3	L1	CO1

	b. Elaborate your perspective on Tree / Semi – Lattice Diagramming.	7	L2	CO3
	c. Enumerate on concept grouping matrix and Ideation Session method.	10	L3	CO2
Q.8	<p>VRL Logistics is a well known provider of Logistics and Transportation Services in India. Mr Vijay Sankeshwar founded it in North Karnataka in 1976. VRL is the largest fleet owner in India with 5111 commercial vehicles (295 passenger transport vehicles and 4816 goods transport vehicles). Vehicles are used to transport both people and goods. VRL'S trusted and secure courier services ensure that deliveries are made at the door step, even in rural India. It offers services in 23 Indian States and 5 Union Territories.</p> <p>The market : India's Logistics system was neither well organized nor effective in the late 1990s. VRL and other logistics service providers at the time suffered number of issues. The major issues faced by Customers</p> <ul style="list-style-type: none"> * Poor Infrastructure. * Unsatisfactory Operations and Services. * Lack of Safety and Security. <p>Unique Selling proposition : Due to its strong Customer focus, Innovation safety, Security , Efficient operations, Time management , Hygiene , Accountability , Courtesy of Driver , Installation of CCTV , High quality streamlined operations, Solid management team initiations has brought huge success for Logistics Operation.</p>			
	a. What were the major issues faced by Customers, how did VRL overcome these with Entrepreneurial aspects?	10	L3	CO2
	b. What strategies Mr. Vijay Sankeshwar adopted with Unique selling proposition.	10	L4	CO4
