



KANPUR INSTITUTE OF TECHNOLOGY

(An Autonomous Institute of AKTU, Lucknow)

A-1, UPSIDC Industrial Area, Rooma, Kanpur-208001 (U.P.) India

ODD SEM SUMMATIVE EXAM, AY: 2024-25	PROGRAM: B.tech	ROLLNO: 241650131001
SUBJECT CODE: AHI1140	BRANCH: CS/IT/AI/ML	SECTION: A/B/C/IT/AI/ML
SUBJECT NAME: Design thinking & Innovation	SEMESTER: 1 ST	FACULTY NAME: Nishu Bhada

Time: 2hrs

Total Marks: 30

Note: Attempt all Sections

Attempt any one set of questions for CO1.

Attempt all questions 02 x 01=02		
1a.	Learning is a process not product-Comment	1
1b.	Define five dimensions of learning?	1

Attempt any one question 01x 04=04		
2a.	Explain IPT (information processing theory) and types in detail?	4
2b.	Elaborate Kolb's learning styles with diagram?	4

OR

Attempt all questions 02 x 01=02		
1a.	Explain these terms in short-(a) Portfolio assessment (b) Rubric based assessment	1
1b.	Write some ways that can improve human memory?	1

Attempt any one question 01x 04=04		
2a.	Emotions and learning are inseparable-Comment?	4
2b.	Explain empathy in detail? And why empathy is important in design thinking?	4

Attempt any one set of questions for CO2.

Attempt all questions 02 x 01=02		
3a.	State the definition of design thinking by "Tim Brown"?	1
3b.	Who has mentioned design thinking as "A way of thinking"?	1

Attempt any one question 01x 04=04		
4a.	Elaborate design thinking and phases in detail and why its important in today's competitive world?	4
4b.	Explain all the stages involved in Creative problem solving?	4

OR

Attempt all questions 02 x 01=02		
3a.	Write name of the institute who has proposed the five universal phases of design thinking?	1
3b.	Define Ideation?	1

Attempt any one question		
4a.	Define three lenses of design thinking and why it's important in design thinking?	4
4b.	Share top benefits of design thinking in healthcare sector?	4

Attempt any one set of questions for CO3.

Attempt all questions 02 x 01=02		
5a.	List out the elements of product design?	1
5b.	Illustrate software product design in short?	1

Attempt any one question 01x 04=04		
6a.	What are the basic objectives of product design?	4
6b.	Share the role of prototype in product design and why it's important?	4

OR

Attempt all questions 02 x 01=02		
5a.	Define-Rapid prototyping?	1
5b.	Elaborate about Focus group?	1

Attempt any one question		
6a.	Discuss about- RAD (Rapid application development) methodology?	4
6b.	Illustrate the term "testing in marketing" in detail and also explain the types of market testing?	4

Attempt any one set of questions for CO4

Attempt all questions 02 x 01=02		
7a.	Explain the word-"Role play"?	1
7b.	What is case study?	1

Attempt any one question 01x 04=04		
8a.	Discuss the ways by which design thinking helps to improve diversity and inclusion?	4
8b.	List out three basic techniques that can help an individual to become a good designer?	4

OR

Attempt all questions 02 x 01=02		
7a.	Define - "Individual differences"?	1
7b.	Explain benefits of "Role Play"?	1

Attempt any one question		
8a.	Explain the importance of Role play in design thinking with an example?	4
8b.	Describe the all the stages/steps by which we can easily solve case study?	4

Attempt any one set of questions for CO5

Attempt all questions 02 x 01=02		
9a.	Explain the parameters of Product experience?	1
9b.	Define two biggest challenges of the customers?	1

Attempt any one question 01 x 04=04		
10a.	Define - how to meet customer expectations with product design?	4
10b.	Elaborate Feedback loop and its role in product design?	4

OR

Attempt all questions 02 x 01=02		
9a.	Describe - user experience (UX) in short?	1
9b.	Explain the essential elements of User centered design?	1

Attempt any one question		
10a.	Describe user centered design process in detail?	4
10b.	Elaborate the term "Ergonomics" and types in detail?	4