

**Noida Institute of Engineering and Technology, Greater Noida**

**(An Autonomous Institute)**

**Affiliated to Dr. A.P. J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow**

**Course – B.Tech**

## Branch - CSBS

**Semester: V**

### Sessional Examination: III

**Subject Name: Design Thinking**

**Year- (2022 - 2023)**

**Time: 1.15 Hours**

**Max. Marks: 30**

### General Instructions:

- This Question paper consists of 02 pages & 05 questions. It comprises of three Sections -A, B, &C.
- Section A –Q.No- 1 is objective type questions carrying 1 mark each, Q. No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
- Section B- Q. No- 3 is Short answer type questions carrying 5 marks each. Attempt any two out of three questions given.
- Section C - Q. No-4 & 5 are Long answer type questions carrying 6 marks each. Attempt any one part a or b

SECTION - A

**[08Marks]**

1. All questions are compulsory-

**(4×1=4)**

- a. Rules for Brainstorming are:

(1)

CO4

1. Only one conversation is allowed at a time
2. Think out of the blue
3. Only A
4. Both A and B

- b. QBL is stand for

(1)

CO4

1. Quest-Based Learning
2. Quill bound learning
3. Quite bound learning
4. Quest bit learn

- c. Usability testing helps in.....

(1)

C05

1. Uncover problems
2. discover opportunities
3. learn about users
4. all of the above

- d. Value Proposition Design tool is used to

(1)

C05

1. Map products and services against customer gains



2. Can identify how your products and services provide gains to customers
  3. Both a and b
  4. None of the above
2. All questions are compulsory- (2×2=4)
- a. Explain sketches and paper prototypes in design thinking. (2) CO4
  - b. Define shadowing. (2) CO5

### SECTION – B

3. Answer any two of the following- [10Marks]  
(2×5=10)
- a. Write Short note on Double Diamond Approach (5) CO3
  - b. Why is SWOT analysis important in prototyping? (5) CO4
  - c. Differentiate between qualitative and quantitative testing. (5) CO5

### SECTION – C

4. Answer any one of the following- [12Marks]  
(1×6=6)
- a. Explain acting/role-play with its role in prototyping. (6) CO4
  - b. Define Guerrilla Interview. Explain the significance of guerrilla research. (6) CO5
5. Answer any one of the following- (1×6=6)
- a. How minimum viable product creation is beneficial in prototyping stage of design thinking. (6) CO4
  - b. What is alpha testing? Describe in detail the significance of alpha testing for software validation. (6) CO5