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Subject Code: ACSBS0503

Roll No: ☐☐☐☐☐☐☐☐☐☐☐

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: II

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

1. All questions are compulsory-   [08Marks] (4×1=4)

a. Which one is not three laws of Design Thinking"?   (1)   CO1

     a. Less is more
     b. Last 2% is 200%
     c. Observation
     d. Theory of Prioritization

b. How to nurture a Million Dollar Idea? _____   (1)   CO2
     a. Question everything
     b. Brainstorm fearlessly
     c. Look for solutions
     d. All of the above

c. A statement made about a population for testing purpose is called?   (1)   CO3
     a. Statistic
     b. Hypothesis
     c. Level of Significance
     d. Test-Statistic

d. Which of the following best describes prototyping? (1) CO4
   (a) Experiencing concepts in real life
   (b) Designing protocol
   (c) Activities in Design thinking
   (d) None of these

2. All questions are compulsory- (2×2=

   a. Explain define stage and why it is necessary. (2)
   b. Write the advantage of storytelling. (2)

SECTION – B [10M

3. Answer any two of the following- (2×5 10)

   a. How 5-Why's helps in defining problem statement. (5)
   b. Explain Sketching design tool with its advantages (5)
   c. What are digital wireframe. (5)

SECTION – C [12Marks]

4 Answer any one of the following- (1×6=6)

   a. What are steps for designing a good MVP? What are its advantages? (6) CO4
   b. Discuss important points to consider before taking user feedback. (6) CO2

5. Answer any one of the following- (1×6=6)

   a. Explain SWOT analysis for 1000gm discussion? (6) CO4
   b. An all-weather bicycle has been proposed by a company. Applying six hat technique develop a mind map for a business strategy (6) CO3