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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: V - THEORY EXAMINATION (2023 - 2024)

Subject: Design Thinking-II

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

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1. Attempt all parts:-

- | | | |
|------|--|---|
| 1-a. | Six Key Steps to a Design Thinking Mindset involves: (CO1) | 1 |
| | (a) Frame a Question | |
| | (b) Gather Inspiration | |
| | (c) Generate Ideas | |
| | (d) All of the above | |
| 1-b. | Cartographer refers to_____. (CO1) | 1 |
| | (a) An Entire Perspective Mindset | |
| | (b) Expertise Mindset | |
| | (c) Interrogative Mindset | |
| | (d) Critical mindset | |
| 1-c. | Ideation methods are: (CO2) | 1 |
| | (a) Braindump | |
| | (b) Provocation | |
| | (c) Storyboard | |

- (d) All of the above
- 1-d. The design thinkers must (CO2) 1
- (a) create a visual picture of the problem statement
 - (b) and then try to see a visual image of their ideas as well
 - (c) Both are needed
 - (d) only A
- 1-e. Feedback that you actively solicit from your users or customers is called..... (CO3) 1
- (a) reactive
 - (b) proactive
 - (c) ongoing
 - (d) all of the above
- 1-f. Guerrilla Interviews are all about..... (CO3) 1
- (a) meeting in a boardroom
 - (b) both (1) and (2)
 - (c) meeting online
 - (d) meet people at public spaces
- 1-g. In DMAIC, "C" stands for: (CO4) 1
- (a) Control
 - (b) Compare
 - (c) Collect
 - (d) Confirm
- 1-h. Subjective opinions about the product formed by advertising and/or the reputation of the producer is: (CO4) 1
- (a) Delivered value
 - (b) Perceived value
 - (c) Performance
 - (d) Creativity
- 1-i. When you move information from the hidden self into the open self, you're (CO5) 1
- (a) empowering
 - (b) Self-disclosing.
 - (c) depressed.

(d) affirming.

- 1-j. "the arena" in Juhari Window is (CO5) 1
- (a) open self
 - (b) blind self
 - (c) hidden self
 - (d) unknown self

2. Attempt all parts:-

- 2.a. How does the McDonald's Milkshakes improved customer experience? (CO1) 2
- 2.b. Define Napkin pitch method of prototyping. (CO2) 2
- 2.c. Discuss in person testing. (CO3) 2
- 2.d. Enumerate at least four business leaders from different industries who have changed the opinion business. (CO4) 2
- 2.e. Explain Manah paryaya or telepathic knowledge. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Explain the following term: (1) Pattern (2) Anti-pattern (CO1) 6
- 3-b. Illustrate the case study on Gillette. (CO1) 6
- 3-c. Write the ways to write SWOT analysis. (CO2) 6
- 3-d. Briefly explain pros and cons of sketches. (CO2) 6
- 3.e. Describe the elements of storytelling proposed by Aristotle. (CO3) 6
- 3.f. Discuss the benefits of innovation. (CO4) 6
- 3.g. Write short note on Group Behavior. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Summarize DBS Singapore and Bank of Americas' Keep the Change Campaign. (CO1) 10
- 4-b. Illustrate Amazon India's Rural Ecommerce. (CO1) 10

5. Answer any one of the following:-

- 5-a. Discuss any tools used for prototyping in detail with their limitations and benefits. (CO2) 10
- 5-b. Write short note on: (1) physical mockups and (2) storyboards (CO2) 10

6. Answer any one of the following:-

- 6-a. Describe in detail the stratified and cluster sampling methods. (CO3) 10
- 6-b. Explain the importance of observation in design thinking. (CO3) 10
- 7. Answer any one of the following:-**
- 7-a. Express yourself about the formation of team that you need to form for your new LED lights plant. (CO4) 10
- 7-b. Opine yourself about the quality control strategy as a quality head of the company producing the baby care products. (CO4) 10
- 8. Answer any one of the following:-**
- 8-a. Design the MBTI chart as per the real problem of your choice. (CO5) 10
- 8-b. How the Harmony in nature can be established. (CO5) 10

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