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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 DEC - 2023

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

20

1. Attempt all parts:-

- 1-a. _____ is a great way to come with a plenty of ideas that you would not be able to generate by just sitting down with a pen and paper. (CO1) 1
- (a) Discovery
(b) Brainstorming
(c) Conflict
(d) Theory of Prioritization
- 1-b. _____ first initiative failed to produce more sales because they didn't ask their customers the right questions. (CO1) 1
- (a) McDonalds'
(b) Dominos
(c) KFC
(d) Pizza Hut
- 1-c. Value Proposition Design can help. (CO2) 1
- (a) deliver user-centric projects

- (b) create value for your customers and prospects
(c) both a and b
(d) none of the above
- 1-d. Design thinking involves. (CO2) 1
(a) convergent thinking
(b) divergent thinking
(c) only a
(d) both
- 1-e. Remote usability tests are popular because they often require.(CO3) 1
(a) less support
(b) less time
(c) more input
(d) high number
- 1-f. What purpose can be served by storytelling. (CO3) 1
(a) coordinating performance with other thematic areas
(b) develop sensory abilities
(c) expressing oral using simple intonations, vowels, consonants, and slurred voices
(d) improve basic understanding of the subject matter
- 1-g. Six Sigma was introduced by: (CO4) 1
(a) Deming
(b) Ishikawa
(c) Bill Smith
(d) None of these
- 1-h. It creates a completely new business model, offering a novel value proposition. (CO4) 1
(a) Incremental innovation
(b) Expansive innovation
(c) Disruptive innovation
(d) None of these
- 1-i. Wrong sensory knowledge is____ (CO5) 1
(a) Shruta jnana
(b) Kumati

- (c) Avadhi Jnana
(d) Mati Jnana
- 1-j. Which among the following is a part of Ignorance. (CO5) 1
- (a) Manahparyayajnana
(b) Kushruta
(c) Avadhijnana
(d) Kevaljnana

2. Attempt all parts:-

- 2.a. Explain expansive thinking. (CO1) 2
- 2.b. Discuss any five rules of brainstorming. (CO2) 2
- 2.c. What is defect classification. (CO3) 2
- 2.d. Discuss the approach of Crosby towards quality. (CO4) 2
- 2.e. Define interconnectedness. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Elaborate the following term as per wheel of life: (1) Spiritual (2) Physical (CO1) 6
- 3-b. Summarize Design Thinking Mindset and Principles. (CO1) 6
- 3-c. Explain any two laws of design thinking. (CO2) 6
- 3-d. Explain the concept of active facilitation in Ideation step of design thinking. (CO2) 6
- 3.e. Describe the elements of storytelling proposed by Aristotle. (CO3) 6
- 3.f. Describe the factors that can foster the innovation in economy. (CO4) 6
- 3.g. Explain Fallacious knowledge according to Jain Darshan. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Illustrate Amazon India's Rural Ecommerce. (CO1) 10
- 4-b. Describe the Higher Purpose. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain the concept of learning launch with the help of suitable example. (CO2) 10
- 5-b. Define prototyping and explain the tools used in prototyping. (CO2) 10

6. Answer any one of the following:-

- 6-a. Explain different types of classes of defects in quality control. (CO3) 10

6-b. How will you correlate persona with storytelling. (CO3) 10

7. Answer any one of the following:-

7-a. Discuss the quality parameters that you would like to have in your prospective car. (CO4) 10

7-b. Describe the principles of the innovation in detail. (CO4) 10

8. Answer any one of the following:-

8-a. Explain the Feelings in relationship in details. (CO5) 10

8-b. Shifting the thinking is the answer of every problem justify it. (CO5) 10

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