



NP – 435

**VII Semester B.H.M. Examination, Jan./Feb. 2025
(NEP)**

**HOTEL MANAGEMENT
Design Thinking and Innovation**

Time : 2½ Hours

Max. Marks : 60

Instruction : All question is compulsory Partwise.

PART – A

Answer **any five** questions.

(5×2=10)

1. a) Define design thinking.
- b) Describe empathize stage.
- c) Elaborate user testing in hospitality.
- d) Expand AR.
- e) Expand VR.
- f) Define IOT.
- g) Describe Brainstorming.

PART – B

Answer **any four** questions.

(4×5=20)

2. Define brainstorming. What are its principles and rules ?
3. Name any four ideation methods.
4. What are definitions of business model and business strategy ?
5. Mention the process of intregatory technology into the design thinking process for hospitality innovation.
6. What are the main characteristics of a successful design thinking team ?

P.T.O.



PART – C

Answer **any three** questions.

(3×10=30)

7. Differentiate design and design thinking.
 8. Name the application of design thinking and explain any two.
 9. What is meant by prototype in design thinking with suitable examples ?
 10. Describe innovation. What are its types and characteristics ?
 11. What is business challenges ? Explain two types of design thinking solutions.
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