DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE

Winter Examination – 2022

Course: B. Tech.   **Branch :Computer Science & Engineering**   **Semester :VII**

Subject Code & Name: (BTCOE704) Design Thinking

Max Marks: 60   **Date:**   **Duration: 3 Hr.**

Instructions to the Students:
1. *All the questions are compulsory.*
2. *The level of question/expected answer as per OBE or the Course Outcome (CO) on which the question is based is mentioned in ( ) in front of the question.*
3. *Use of non-programmable scientific calculators is allowed.*
4. *Assume suitable data wherever necessary and mention it clearly.*

		(Level/CO)	Marks
Q. 1	**Solve Any Two of the following.**		12
A)	What is design thinking and explain the principles of design thinking.	Understand	6
B)	Explain the different phases of design thinking process.	Remember	6
C)	Explain human centered design process.	Analysis	6
Q.2	**Solve Any Two of the following.**		12
A)	What is emphasize? Explain the role of empathy in design thinking.	Remember	6
B)	Explain the role empathy maps in design thinking process.	Analysis	6
C)	Explain the concept of Customer Journey mapping.	Understand	6
Q. 3	**Solve Any Two of the following.**		12
A)	What is root cause analysis? What are its goals and benefits.	Understand	6
B)	What new perspectives does design thinking offer.	Remember	6
C)	What is TRIZ? Explain the use of TRIZ methods in industry	Analysis	6
Q.4	**Solve Any Two of the following.**		12
A)	What is Market Validation? Explain the steps to determine market validation.	Understand	6
B)	Explain prototyping and its advantages in design thinking.	Remember	6

Q)	Explain the Best practices of presentation. Preparing for your Market Research Presentation.		Understand	6
Q. 5	Solve Any Two of the following.			12
A)	What are the benefits of iteration in the design thinking process.		Understand	6
B)	What are the techniques for taking the Idea to the market.		Remember	6
C)	Explain how innovation management is done in a company.		Understand	6
	*** End ***			