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| Image result for adamas university logo | **ADAMAS UNIVERSITY**  **END SEMESTER EXAMINATION**  (Academic Session: 2020 – 21) | | |
| **Name of the Program:** | B. Tech | **Semester:** | I |
| **Paper Title:** | Design thinking | **Paper Code:** | EMC41101 |
| **Maximum Marks:** | 50 | **Time Duration:** | 3 Hrs |
| **Total No. of Questions:** | 17 | **Total No of Pages:** | 2 |
| *(Any other information for the student may be mentioned here)* | 1. At top sheet, clearly mention Name, Univ. Roll No., Enrolment No., Paper Name & Code, Date of Exam. 2. All parts of a Question should be answered consecutively. Each Answer should start from a fresh page. 3. Assumptions made if any, should be stated clearly at the beginning of your answer. | | |

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| **Group A**  **(Multiple Choice Questions)**  **Answer All the Questions (5 x 1 = 5)** | | | |
| 1 | Design Thinking is:  (a) Thinking about design  (b) Designing ways in which people think  (c) Asking users to solve problems  (d) Defining, framing and solving problems from users' perspectives. | **[U]** | **CO1** |
| 2 | What are the steps of Design Thinking Process?  (a) Understand > Draw > Ideate > Create > Test  (b) Empathise > Define > Ideate > Prototype > Test  (c) Empathise > Design > Implement > Produce > Test  (d) Understand > Define > Ideate > Produce > Try | **[R]** | **CO2** |
| 3 | Design Thinking is a Linear Process. True or False? | **[AP]** | **CO3** |
| 4 | A college is redesigning it website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?  (a) College rules and regulations  (b) Information on faculty members  (c) Information about courses  (d) Alumni details | **[R]** | **CO4** |
| 5 | Aravind Eye Care System (AECS), an Indian eye care provider for millions of low income people has been using design thinking in its approach since a long time. Which of the below statements are examples of design thinking at AECS?  (a) AECS provides buses from remote locations to the AEC centre to provide transportation to its users, the poor people as they can't afford these  (b) AECS has developed a manufacturing facility which enables providing lenses at a fraction of cost than the market price  (c) AECS has been using telemedicine trucks to enable expert advice of doctors at hospital  (d) All of the above | **[AN]** | **CO1** |
| **Group B**  **Answer All the Questions (5 x 2 = 10)** | | | |
| 6 a) | What are the 4 D's of design thinking? | **[R]** | **CO1** |
| **(OR)** | | | |
| 6 b) | What are the 3 most important elements of design thinking? | **[R]** | **CO1** |
| 7 a) | What are the 5 stages of design thinking? | **[U]** | **CO2** |
| **(OR)** | | | |
| 7 b) | What is POV (Point of View) design thinking? | **[AP]** | **CO2** |
| 8 a) | What means design thinking? | **[U]** | **CO3** |
| **(OR)** | | | |
| 8 b) | Why is design thinking so important? | **[AN]** | **CO3** |
| 9 a) | What is the biggest asset of design thinking? | **[U]** | **CO4** |
| **(OR)** | | | |
| 9 b) | What kind of prototypes should be built in the design thinking process? | **[AN]** | **CO4** |
| 10 a) | What is a design challenge? | **[U]** | **CO2** |
| **(OR)** | | | |
| 10 b) | What is the thinking process model? | **[C]** | **CO2** |
| **Group C**  **Answer All the Questions (7 x 5 = 35)** | | | |
| 11 a) | In design thinking, who is the client and target audience? | **[U[** | **CO1** |
| **(OR)** | | | |
| 11 b) | What should prototypes not be? | **[R]** | **CO1** |
| 12 a) | What are primary and secondary researches in design thinking? | **[AP]** | **CO2** |
| **(OR)** | | | |
| 12 b) | What are the 3 phases of human centered design? | **[AP]** | **CO2** |
| 13 a) | How ideation depends on research information? | **[AN]** | **CO3** |
| **(OR)** | | | |
| 13 b) | How can anyone improve their design thinking skills? | **[AN]** | **CO3** |
| 14 a) | Do all potential solutions require prototyping? | **[U]** | **CO4** |
| **(OR)** | | | |
| 14 b) | What is ‘How might we’ session? | **[R]** | **CO4** |
| 15 a) | Describe the steps of design thinking project with an elaborate example. | **[AP]** | **CO4** |
| **(OR)** | | | |
| 15 b) | How do you create a problem statement in design thinking? | **[AN]** | **CO4** |
| 16 a) | How innovation is correlated with design thinking? | **[U]** | **CO3** |
| **(OR)** | | | |
| 16 b) | What is the difference between design thinking and human centered design? | **[U]** | **CO3** |
| 17 a) | How to be successful in pitching for any idea? Explain with an example. | **[R]** | **CO4** |
| **(OR)** | | | |
| 17 b) | What is design thinking Double Diamond? | **[R]** | **CO4** |