Model Question Paper-I/II with effect from 2022 (CBCS Scheme)

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First sem Semester _B.Arch._ Degree Examination
Subject Title INNOVATION and DESIGN THINKING (21ARC17/21IDT19/ 29)

TIME: 1 Hour   Max. Marks: 50

SET 1

1. The final step in the Design Process is to ____.
   a) Test
   b) Define
   c) Ideate
   d) Empathize

2. During which stage would you consult experts to learn more about the areas of concern and to gain an understanding of other people's experiences?
   a) Prototype
   b) Define
   c) Ideate
   d) Empathize

3. During which stage would you gather information about people's needs and motivations?
   a) Prototype
   b) Define
   c) Ideate
   d) Empathize

4. The first step in the Design Process is to ____.
   a) Test
   b) Define
   c) Ideate
   d) Empathize

5. You would interview people to gain an understanding of how they feel during the ____ stage of Design Thinking.
   a) Test
   b) Define
   c) Ideate
   d) Empathize

6. What happens in the test stage of design thinking?
   a) You conduct a written test of your design team.
   b) You allow consumers to test a product or service.
   c) You engage in internal testing with employees.
   d) You test products designed by competitors.

7. Collecting _____ is an important portion of testing a prototype in the test stage of design thinking.
   a) Pictures
   b) Money
   c) Feedback
   d) Emails

8. 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

9. 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

10. Which of the below firm is associated the most with Design Thinking?

   a) Ikea
   b) Ideo
   c) Idea
   d) Ikei

11. Design thinking typically helps in _____

   a) Innovation
   b) Data analytics
   c) Financial planning
   d) Operational efficiency

12. Which of the below is incorrect?

   a) PepsiCo has turned Design Thinking into its strategy
   b) Air BnB avoided bankruptcy and turned profitable using Design Thinking
   c) Google has a 3 step process to bring about new innovations
   d) All of the above are correct

13. Design thinking is a linear process?

   a) True
   b) False

14. Which of the following is not one of the profiles of design thinkers?

   a) Empathy
   b) Simplicity
   c) Integrative thinking
   d) Optimism
   e) Experimentalism

15. Majority of the top executives regarded ………… as one of the top 3 leadership qualities?

   a) Empathy

b) Creativity
c) Humility
d) Qualifications
e) Experience

16. Which of the following is right?

a) Design sensibilities are a combination of design features, qualities and aesthetics.
b) Empathy is to see no evil, hear no evil and speak no evil.
c) Design sensibilities are complex feelings such as amenity, pleasantness, comfort, pleasure, etc.
d) Empathy is seeing with your own eye, hearing with your own ear and feeling the pain with your own heart.
e) a & d

17. Identify the correct statement

a) To derive the power of design thinking, individuals, teams, and organizations must have a leap of faith about the existence of a solution.
b) Leap of faith is the page in the manual of design thinking containing the core philosophy about design thinking.
c) Design thinking presupposes that some people are inherently creative and become successful in creative product development. The team should have at least one such person.
d) None of the above.

18. Which of the following statements is correct?

a) Design thinking is convergence-divergence process
b) Design thinking is a linear process of product development that compulsorily involves validation at the end of the product development.
c) Design thinking is regarded as a lean start-up process.
d) Design thinking is predominantly a product development process and is not very suitable for service innovation.
e) Design thinking follows the agile process of product development.

19. A college is redesigning its 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

20. In design, where does the information used to put together a problem statement come from?

a) The Design Stage
b) The Define Stage
c) The Empathize Stage
d) The Testing Stage

21. What is wrong with this product design?

a) The colour is too bright.
b) It does not function as a chair should.
c) It will not be comfortable for the user.
d) The design is too unstable.

22. What step of the design process did they miss?

a) Manufacturing
b) Research
c) Prototyping & Testing
d) Design Brief

23. What question did the designers forget to ask?

a) How many urinals are needed?

b) How much space is needed per person?
    c) What will the toilet look like once the floor plan is complete?
    d) Where do they go?
24. Which is NOT a good interview strategy for the Empathy step?
    a) Encourage the person to talk about experiences.
    b) Encourage short answers that get right to the point.
    c) Ask follow-up questions to get more information.
    d) Try to uncover needs people may or may not be aware of.
25. Which is NOT an aspect of the Define step of design thinking?
    a) Create a composite user to give perspective to the solution
    b) Develop a Point of View statement to state user's need
    c) Define as many possible solutions to the problem as possible
    d) Recognise a challenge with a "How Might We" question
26. At what step do you want to complete the POV - point of view?
    a) empathy
    b) prototype
    c) define
    d) ideate
27. Prototype should only be demonstrated and tested within the team
    a) True
    b) False
28. The initial design brief is provided by
    a) Designer
    b) User
    c) Both of them
    d) Client
    e) None of them
29. When defining a problem, your problem statement should include a solution.
    a) True
    b) False
30. True or false, design thinking can be applied in other professions?
    a) True
    b) False
31. Rashmi is creating a new product for Architectural college students. She takes a design-thinking approach. Her first step is, addressing who she is creating the product for? And conducts research on understanding the market. What is this step in the design thinking process?
    a) Define
    b) Ideate
    c) Empathise
    d) Prototype
32. Is 'prototyping' a step in the design-thinking process?
    a) true
    b) false
33. What element of User Experience Design would the design strategy fall under?
    a) Interaction Design
    b) Experience Strategy
    c) User Research
    d) Information Architecture

34. Taking into account the look and feel of a product and its presentation is user-experience design?
    a) True
    b) False
35. No alterations are to be made in the design after testing phase
    a) True
    b) False
36. User persons are created during which phase of design process
    a) Design stage
    b) Discover stage
    c) Develop stage
    d) None of the above
37. What helps the design team and client to visualize and handle the design concept
    a) Define
    b) Ideate
    c) Empathise
    d) Prototype
38. Design brief given by the client be modified or re-written?
    a) True
    b) False
39. The ultimate goal of design thinking is to help you design better
    a) Services
    b) Products
    c) Experiences
    d) All of above
40. Design thinking typically provides a solution based to problem solving
    a) True
    b) False
41. in the delivery phase we
    a) Iterate
    b) Test
    c) Prototype
    d) All of above
42. Design thinking has
    a) Nothing to do with graphic design
    b) Nothing to do with architectural design
    c) Very little to do with UI and UX design
    d) Everything to do with products that succeed.
43 what is the way to narrow down the thoughts to reach at the final solution
    a) Convergent thinking
    b) Divergent thinking
    c) None of them
    d) Both of them
44. Empathy is crucial because it allows design thinkers to set aside their assumptions about the world to gain insight into users and their needs.
    a) True
    b) False

45. What is the key in any design thinking process?
    a) Empathy
    b) Defining the problem
    c) Designing the solution
    d) None of these
46. The goal of the prototype phase is?
    a) To understand what component of your idea didn't work
    b) To understand what component of your idea work
    c) Both of them
    d) None of them
47. The winning design is typically that which most closely meets the design brief and need not necessary adhere to budget and timeline
    a) True
    b) False
48. A sitemap is a high level diagram portraying the general structure and architecture of the website.
    a) True
    b) False
49. MVP stands for
    a) Most viable product
    b) Maximum viable product
    c) Minimum viable product
    d) None of above
50. Being an experimental phase, continuous iterations can take place here, which phase it refers to?
    a) Define
    b) Empathise
    c) Prototype
    d) None of them

ANSWER SCHEME

1. a	2. d	3. d	4. d	5. d
6. b	7. c	8. d	9. b	10. b
11. a	12. d	13.	14. d	15. a
16. e	17. a	18. a	19. c	20. b
21. c	22. c	23. b	24. b	25. c
26. c	27. b	28. d	29. b	30. a
31. c	32. a	33. b	34. b	35. b
36. a	37. d	38. a	39. d	40. a
41. d	42. d	43. a	44. a	45. b
46. c	47. b	48. a	49. a	50. c