

Dr. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE
END SEM EXAMINATION –Summer Semester Supplementary Examinations 2023
Course: B. Tech. Branch : Computer Science & Engineering Semester : VII
Subject Code & Name: Design Thinking (BTCOE704D) 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 the value of the Design Thinking process?	Remember	6
B) Describe Design Thinking as a Strategy for Business Innovation?	Understand	6
C) How do you measure the success of design thinking processes?	Apply	6
Q.2 Solve Any Two of the following.		12
A) Differentiate Complex Problems vs Wicked Problems.	Apply	6
B) What is human-centered design? Why is human-centered design important?	Remember	6
C) Where does empathy fit into the Design Thinking process?	Apply	6
Q.3 Solve Any Two of the following.		12
A) What is Customer Journey Map?	Remember	6
B) What new perspectives does Design Thinking offer?	Remember	6
C) What is TRIZ? Explain the Use of TRIZ methods in industry.	Remember	6
Q.4 Solve Any Two of the following.		12
A) What is validation? Explain the steps to validate your ideas.	Remember	6
B) What is market validation? Explain the steps to determine market validation.	Remember	6
C) What is prototyping? Explain low fidelity and high fidelity prototyping.	Remember	6
Q.5 Solve Any Two of the following.		12
A) Explain internal market presentation and external market presentation.	Understand	6
B) Explain the benefits of iteration in the design thinking process.	Understand	6
C) Explain the goal of innovation management system in a company.	Understand	6

***** End *****