



K.S. INSTITUTE OF TECHNOLOGY, BANGALORE-560109
FIRST INTERNAL TEST QUESTION PAPER 2022–23 EVEN SEMESTER

USN

Degree : B.E
Branch- : CSD/AIML/CSE
Stream
Course Title : Innovation and Design Thinking
Duration : 60 Minutes

Semester : II
Course : Theory/BIDTK258
Type/Code
Date : 28-06-2023
Max Marks : 30

Note: Answer All questions

K-Levels: K1-Remembering, K2-Understanding, K3-Applying, K4-Analyzing, K5-Evaluating, K6-Creating

Q No.	Question	Marks	CO mapping	K-Level
PART-A				
1	Identify design thinking which typically helps in a. Innovation b. Data analytics c. Financial planning d. Operational efficiency	1	1	K3
2	Identify steps of design thinking process a. Understand, draw, ideate, create, test b. Empathize, define, ideate, prototype, test c. Empathize, design, implement, produce, test d. Understand, define, ideate, produce, try	1	1	K3
3	Choose which of the following is NOT a core tenet of the design thinking approach. a. Design thinking is about flexibility and adaptability. b. Design thinking is more about doing than talking. c. Design thinking is about people behaviors and emotions. d. Design thinking is about objective target marketers or employees who perform functions.	1	1	K3
4	Choose which of the following principles are not considered for design thinking? a. Embrace Experimentation b. Human-centric design c. Profit-centric d. Pattern identification for problem solving	1	1	K3
5	To empathize, one has to a. Observe b. Engage c. Listen e. All of the above	1	1	K3
6	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	1	1	K3
7	Identify 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.	1	1	K3
8	Identify 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	1	1	K3
9	Identify design thinking principle DO NOT include. a. Feasibility b. Viability c. Desirability d. Credibility	1	1	K3

10	<p>_____ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.</p> <ol style="list-style-type: none"> Literature Study Case Study Co-creation Prototyping 	1	1	K3
11	<p>Identify the correct statement.</p> <ol style="list-style-type: none"> To derive the power of design thinking, individuals, teams, and organizations must have a leap of faith about the existence of a solution. Leap of faith is the page in the manual of design thinking containing the core philosophy about design thinking. 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. None of the above. 	1	1	K3
12	<p>Identify the purpose of MVP is NOT</p> <ol style="list-style-type: none"> Be able to test a product hypothesis with maximum resources. Accelerate learning. Reduce wasted engineering hours. Get the product to early customers as soon as possible. 	1	1	K3
13	<p>Obtain collaborative teamwork which is essential in design thinking for</p> <ol style="list-style-type: none"> Equal Importance to all members Solving multifaceted problems Unbiased Selection of ideas Better failure management 	1	1	K3
14	<p>Identify goal of the prototype phase is</p> <ol style="list-style-type: none"> To understand what component of your idea didn't work To understand what component of your idea worked Both of them None of them 	1	1	K3
15	<p>Identify element of User Experience Design would the design strategy fall under?</p> <ol style="list-style-type: none"> Interaction Design Experience Strategy User Research Information Architecture 	1	1	K3
16	<p>Kevin is testing his prototype. Determine what should his next move be?</p> <ol style="list-style-type: none"> Ideate and come up with more ideas. Research the people he is designing for. Collect feedback from the testers to evaluate his idea. Change his problem statement. 	1	1	K3
17	<p>Identify during which stage would you: Brainstorm ideas based on your observations.</p> <ol style="list-style-type: none"> Prototype Define Ideate Empathize 	1	1	K3
18	<p>Identify which of the following are NOT tool of Design Thinking?</p> <ol style="list-style-type: none"> Co-creation Prototyping Mind Mapping Online Marketing 	1	1	K3
19	<p>Identify the full form of MVP</p> <ol style="list-style-type: none"> Minimum viable product Maximum viable product Most viable product None of above 	1	1	K3
20	<p>Select which of the below is correct</p> <ol style="list-style-type: none"> MVP test the product and prototype test the Idea. MVP test the idea and prototype test the product. MVP and prototype both test the product. None of the above 	1	1	K3
21	<p>Innovation is a combination of</p> <ol style="list-style-type: none"> Desirability, viability, and feasibility Desirability, viability Desirability, feasibility None of the above 	1	2	K3

22	Journey mapping is also called _____ Mapping. a. Path b. Experience c. Conduct d. Feed back	1	2	K3
23	Identify the difference between Prototype and MVP a. Prototype is a preliminary model and MVP is a first version with all must have features. b. Prototype is costly and MVP lesser costly. c. After prototype, MVP should be built. d. After MVP, prototype should be built.	1	2	K3
24	Select the tool in design thinking involves creating a simplified representation of a product or service to test and validate ideas? a. Storyboarding b. Wireframing c. Prototyping d. User journey mapping	1	2	K3
25	Select the tool in design thinking is used to gather in-depth information about users, their needs, and behaviors? a. Brainstorming b. Mind mapping c. User interviews d. Prototyping	1	2	K3
26	Identify which is popular immersion design tool used in the gaming industry. a. Adobe Illustrator b. SketchUp c. Unreal Engine d. AutoCAD	1	2	K3
27	Select which of the following skills is essential for using immersion design tools effectively? a. Programming and coding b. Traditional painting and drawing c. Music composition and sound design d. Written communication and documentation	1	2	K3
28	Identify the software tool is commonly used for creating digital mind maps? a. Microsoft Excel b. Adobe Photoshop c. Google Docs d. MindMeister	1	2	K3
29	Identify the primary goal of rapid iteration design tools. a. To create highly detailed and complex designs b. To speed up the design process and improve efficiency c. To generate realistic simulations and prototypes d. To automate repetitive design tasks	1	2	K3
30	In design, find 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	1	2	K3

Name & Signature
of Course In-charge

Name & Signature
of Module Coordinator

HOD

Principal