



ACS College of Engineering
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Model questions & answers for III IA

1. Way of dividing business processes into their basic Components: functions and performed for the business is called,
 - a. Building Product Management.
 - b. Business Product Management.
 - c. Business Process Modelling.
 - d. Basic Product Management.
2. BPM stands for,
 - a. Building Product Management.
 - b. Business Product Management.
 - c. Business Process Management.
 - d. Basic Product Management.
3. Advantage of Business Process Modelling,
 - a. Align operations with business strategy.
 - b. Improves process communication.
 - c. Increase control and consistency.
 - d. All of these.
4. BPM replaced the organisation's previous effective packages,
 - a. Time and Motion Study (TMS).

- b. Total Quality Management (TQM).
 - c. Both a and b.
 - d. None.
5. _____ is an iterative and incremental method of managing development and design.
- a. Waterfall Model.
 - b. Agile Methodology.
 - c. Cyclic Methodology.
 - d. All of the above.
6. which of the following sequences is correct for Waterfall Methodology?
- a. Define - Design - Develop - Test - Deploy.
 - b. Define - Develop - Design - Test - Deploy.
 - c. Define - Design - Develop - Deploy - Test.
 - d. Design Define - Develop - Test - Deploy,
7. Agile Methods are so popular in,
- (a) Software industry.
 - (b) Textile industry.
 - (c) Manufacturing industry.
 - (d) Cement industry.
8. A timeboxed iteration of a continuous development cycle for planned amount of work that has to be completed by the team and made ready for review is called,
- (a) Prototyping.
 - (b) Sprint.
 - (c) Experience Design.
 - (d) Business Model Design.
9. Sprint literal meaning is,

- (a) a short race at slow speed.
- (b) a short race at full speed.
- (c) a long race at slow speed.
- (d) a long race at full speed.

10. Advantages of Agile Development Method used in Software development in IT Industry.

- (a) Solutions are Prototyped and Results are verified.
- (b) To improve user experience short iterations are possible.
- (c) Incremental delivery is possible.
- (d) All of the above.

11. Reasons for Agile in Virtual Collaboration as the business want,

- (a) to utilize the best talent that can be found locally.
- (b) the cheapest labor in the world.
- (c) the higher productivity.
- (d) All of the above

12. As per the present, future demand and completion in the business it is _____ to state that faster methods will not work with distributed teams.,

- (a) Acceptable.
- (b) Unacceptable.

13. Design thinking is best if concrete prototypes can be used to visualise new products and services. However, in complex software systems with multiple users such portable prototypes are not possible. The solution for this problem is,

- (a) Scenario Based Prototyping.
- (b) Business Process Modeling.
- (c) Total Quality Management.
- (d) Time and Motion Study.

14. What is characteristic for the location of a virtual team?

- a. In the same building.
- b. In the same industry.
- c. In the same country.
- d. Remotely.

15. Design thinking solution for business problem growth strategic

- (a) Strategic Foresight.
- (b) Sensing.
- (c) Experience Design.
- (d) Storytelling

16. Design thinking solution for business problem Predictability,

- (a) Strategic Foresight.
- (b) Sensing.
- (c) Experience Design.
- (d) Storytelling

17. Design thinking solution for business problem change

- (a) Strategic Foresight.
- (b) Sensing.
- (c) Value Redefinition.
- (d) Storytelling

18. Design thinking solution for business problem Relevance,

- (a) Strategic Foresight.
- (b) Sensing.
- (c) Value Redefinition.
- (d) Storytelling

19. Linking solution for business problem Meme Competition,

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

20. Design thinking solution for business problem Standardization,

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

21. Design thinking solution for business problem Creative Culture,

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

22. Design thinking solution for business problem strategic and organisation,

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

23. Match the following business problems and Corresponding solutions

Business problem	Design thinking solution
(a) Growth	1. Sensing
(b) Change	2. Strategic foresight
(c) Predictability	3. Story telling
(d) Relevance	4. Value redefinition

- (a) a-1,b-2, c-3,d-4.
- (b) a-4,b-2, c-3,d-1.
- (c) a-2b-1, c- 3,d-4.
- (d) a-3,b-1, c-2,d-4.

24. Match the following business problems and Corresponding solutions.

Business problem	Design thinking solution
(a) Strategy and organization	1. Experienced design
(b) Standardization	2. Business model design
(c) Creative culture	3. Humanization
(d) Extreme competition	4. Proto typing

- (a) a-1,b-2, c-3,d-4.
- (b) a-4,b-2, c-3,d-1.
- (c) a-2,b-3,c- 4,d-1.
- (d) a-3,b-1, c-2,d-4.

25. Growth needs a strategy, and every strategy needs,

- (a) An idea. (b) a story.

26. Stones add this to the business logic,

- (a) Sense.
- (b) Emotional dimension.

- (c) Redefine the value
- (d) None of these.

27. How to tell a great story that will inspire senior executives and employees alike?,
Make it,

- (a) Collaborative. (b) Informative (c) Tangible. (d) All of these.

28. The extent to which the external environment can be influenced and shaped by the actions of companies or industries is called.

- (a) Predictability. (b) Malleability. (c) Both a and b. (d) None of these.

29. The extent to which the future of the external environment can be forecasted, which depends on the degree of complexity and speed of change is called.

- (a) Predictability. (b) Malleability. (c) Both a and b. (d) None of these.

30. The goal of business strategy is about finding the - ----- between predictability and malleability.

- (a) Imbalance.
- (b) Balance.

31. The Design thinking offers many ways to help a company develop such a culture, but the one that stands out the most- that encourages trial, error, experimentation, and creative play-is,

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

32. Most businesspeople are familiar with the "fail fast, fail cheap, and fail early" concept. Design thinking suggests another dimension to this rule:

- (a) "learn fast, learn cheap, and learn early."
- (b) "make fast, make cheap, and make early."
- (c) "develop fast, develop cheap, and develop early."

(d) None of these.

33. 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.

34. To Ideate is

- a) To rapidly change.
- b) When you create a 3D model of your design.
- c) The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea.
- d) When you brainstorm ideas, get feedback, create an initial design, share the design, and iterate.

35. Which is NOT a good interview strategy for the Empathize 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.

36. _____ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.

- a) Literature Study
- b) Case Study
- c) Co-creation
- d) Prototyping

37. Design thinking principles DO NOT include

- a) Feasibility
- b) Viability
- c) Desirability
- d) Credibility

38. The final step in the Design Process is to _.

- a) Test
- b) Define
- c) Ideate
- d) Empathize

39. Collaborative teamwork is essential in design thinking for

- a) Equal Importance to all members
- b) Solving multifaceted problems
- c) Unbiased Selection of ideas
- d) Better failure management

40. Human-centric design was re-interpreted as an acronym to mean

- a) Hear, Create, Deliver
- b) Hear, Create, Design

- c) Hold, Create, Deliver
- d) Hear, Compile, Deliver

41. The ultimate goal of design thinking is to help you design better

- a. Services
- b. Products
- c. Experiences
- d. All of the above

42. Design thinking typically is a

- a) Non-linear process
- b) Linear process
- c) Cyclic process
- d) None of the above

43. Design thinking is also known as

- a) Adaptable Enquiry
- b) Strategic design thinking
- c) Transformation by design
- d) All of the above

44. During which stage would you: Analyze observations and data collected in order to identify the core problem.

- a) Empathize
- b) Define
- c) Ideate
- d) Prototype

45. During which stage would you: Brainstorm ideas based on your observations.

- a) Empathize
- b) Define
- c) Ideate
- d) Prototype

46. Central process of design thinking

- a) Empathize
- b) Iteration
- c) Ideate
- d) Test

47. Design Thinking can apply

- a) Education
- b) IT
- c) Medical
- d) All Three places.

48. 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

49. Design Thinking typically helps in _____

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

50. Design thinking has

- a) A) Nothing to do with graphic design
- b) B) Nothing to do with architectural design
- c) C) Very little to do with UI and UX design
- d) D) Everything to do with products that succeed.

51. 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 works
- c) Both of them
- d) None of them

52. Weak signal theory was developed by,

- (a) Igor Ansoff.
- (b) Werner Erhard.
- (c) Alain de Botton.
- (d) Peter F. Drucker

53. Traditional competitive strategy often leads to further,

- (a) Brand products.
- (b) Commoditization.
- (c) Experience Design.
- (d) Storytelling

54. The main reason for extreme competition could be,

- (a) over commoditization.
- (b) Increased price of raw materials.
- (c) Non availability of raw materials.
- (d) None of these.

55. Key factors of the brand products differentiated from other similar products available in the market are,

- (a) Craftsmanship.
- (b) Quality.
- (c) Long-standing semiotics of value.
- (d) All of these

56. Majority of products and brands out from the Competition (business) because of lack of,

- (a) Humanization.
- (b) Differentiation.
- (c) Funds.
- (d) None of these.

57. Innovating through _____ offers companies a high degree of differentiation.

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

58. Great design refutes standardization in favor of the gentler, more human, and more emotional aspects of customer experience is called.

- (a) Prototyping.
- (b) Humanization.
- (c) Experience Design.
- (d) Business Model Design.

59. According to Warren Buffett "Price is what you pay. Value is what----."

- (a) is expected from the product or service.
- (b) You got from the product or service.

60. Resources that are critical to cultivating Creativity are,

- (a) Intelligence.
- (b) Knowledge.
- (c) Thinking styles.
- (d).All of these.

61. Humanization can be leveraged by,

- (a) Usability.
- (b) Brand storytelling
- (c) Customer experience design.
- (d). All of these.

Answers :

1.	c	2.	C	3.	d	4.	c	5.	b
6.	a	7.	A	8.	b	9.	b	10.	d
11.	d	12.	B	13.	a	14.	d	15.	d
16.	a	17.	B	18.	c	19.	c	20.	b
21.	a	22.	D	23.	d	24.	c	25.	b
26.	b	27.	D	28.	b	29.	a	30.	b
31.	a	32.	A	33.		34.	c	35.	b
36.	b	37.	D	38.	a	39.	d	40.	a
41.	d	42.	A	43.	d	44.	a	45.	
46.	c	47.	D	48.	c	49.	a	50.	d
51.	c	52.	A	53.	b	54.	a	55.	d
56.	b	57.	C	58.	b	59.	b	60.	D
61.	d	62.		63.		64.		65.	