

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

USN

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First Semester _____ Degree Examination

Subject Title INNOVATION and DESIGN THINKING (21ARC17/21IDT19/ 29)

TIME: 03 Hours

Max. Marks: 50

1. What is Design Thinking?
 - a. A method facilitated by UX designers
 - b. A process for creative problem solving
 - c. A process to teach design to non-designers
 - d. A methodology developed to discard old design methods
2. 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
3. To empathize, one has to
 - a. Observe
 - b. Engage
 - c. Listen
 - d. All of the above
4. Which of the following are NOT tools of visualization?
 - a. Maps
 - b. Images
 - c. Stories
 - d. Videos
5. _____ storytelling is the most compelling type of story
 - a. Aural
 - b. Visual
 - c. Textual
 - d. All of the above
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. Mind maps are used to _____ ideas

- a. Generate
 - b. Visualize
 - c. Structure
 - d. All of the above
9. Journey mapping is also called _____ mapping
- a. Path
 - b. Experience
 - c. Conduct
 - d. Feedback
10. Which of the following are NOT tools of Design Thinking?
- a. Co-creation
 - b. Prototyping
 - c. Mind Mapping
 - d. Online Marketing
11. Which of these are NOT components of a mind map?
- a. Branches
 - b. Arrows
 - c. Central Idea
 - d. All of the above are components
12. Journey mapping maps which phase of activity of service for a customer?
- a. Before a service
 - b. During a service
 - c. After a service
 - d. All of the above
13. _____ is used with the objective of identifying needs that customers are often unable to articulate.
- a. Mind mapping
 - b. Experience mapping
 - c. Story telling
 - d. Rapid Concept Development
14. Value chain analysis examines how an organization interacts with value chain partners to _____ new offerings.

- a. Produce
- b. Market
- c. Distribute
- d. All of the above

15. A prototype is a simple experimental model of a proposed solution used to

- a. test ideas
- b. validate ideas
- c. Both
- d. None of the above

16. A hypothesis is _____.

- a. a wished-for result that the researcher concludes the research with
- b. a complicated set of sentences that pulls variables into proposed complex relationships
- c. a conjecture that is grounded in support background originating from secondary research
- d. None of the above

17. Learning launches are designed to test the key underlying value-generating assumptions of a potential new-growth initiative in the marketplace.

- a. True
- b. False
- c. Cannot be said

18. What is your first model/design of a product called?

- a. Draft
- b. Rough Draft
- c. Prototype
- d. Practice Design

19. 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.

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

- a. The Design Stage
- b. The Ideate Stage
- c. The Empathize Stage
- d. The Testing Stage

21. A case study is

- a. a research strategy
- b. an empirical inquiry
- c. a descriptive and exploratory analysis
- d. All of the above

22. 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.

23. 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

24. _____ 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

25. MVP stands for

- a. Minimum viable product
- b. Maximum viable product
- c. Most viable product
- d. None of above

26. At what step do you want to complete the POV - point of view?

- a. empathy
- b. prototype
- c. define
- d. ideate

27. Design thinking principles DO NOT include

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

28. The final step in the Design Process is to ____.

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

29. The purpose of MVP is NOT

- a. Be able to test a product hypothesis with maximum resources
- b. Accelerate learning
- c. Reduce wasted engineering hours
- d. Get the product to early customers as soon as possible

30. The three “I”s of Design thinking DO NOT include

- a. Interest

- b. Implementation
- c. Inspiration
- d. Ideation

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 this target market. What is this step in the design thinking process?

- a. Define
- b. Ideate
- c. Empathise
- d. Prototype

32. 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

33. Design Thinking is best suited to addressing problems at the intersection of

- a. business and society
- b. logic and emotion
- c. human needs and economic demands
- d. All of the above

34. Frank Robinson defined and coined the term

- a. Design Thinking
- b. Mind Mapping
- c. MVP
- d. Hypothesis

35. Design Thinking process began with the following 3 steps:

- a. Understand - Improve – Apply

- b. Define – Ideate – Build
- c. Study – Solve – Create
- d. Understand – Ideate – Create

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. _____ was IDEO'S first expression of design thinking.

- a. Deep-Design
- b. Deep-Dive
- c. Deep-Structure
- d. Study-Dive

38. _____ Helps the design team and client to visualize and handle the design concept

- a. Define
- b. Ideate
- c. Empathise
- d. Prototype

39. 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

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

- a. Services
- b. Products

- c. Experiences
- d. All of the above

41. Design thinking typically is a

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

42. In the Create phase we DO NOT

- a. Recognise existing knowledge in the challenge space
- b. Recruit participants for the co-design task from a diverse pool of those affected
- c. Maintain awareness of sensitivities by avoiding judgements
- d. Encouraging storytelling and expression

43. 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.

44. 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

45. Design thinking is also known as

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

46. Design thinking follows

- a. Waterfall Model
- b. Agile methodology
- c. Both of these
- d. None of these

47. 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 worked
- c. Both of them
- d. None of them

48. BPM stands for

- a. Building Product Management
- b. Business Product Management
- c. Business Process Management
- d. Basic Product Management

49. _____ 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

50. Which of the following sequences in 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

ANSWER SCHEME

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