

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

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### **Fourth Semester \_\_\_\_\_ 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?
- True
  - False
35. No alterations are to be made in the design after testing phase
- True
  - False
36. User persons are created during which phase of design process
- Design stage
  - Discover stage
  - Develop stage
  - None of the above
37. What helps the design team and client to visualize and handle the design concept
- Define
  - Ideate
  - Empathise
  - Prototype
38. Design brief given by the client be modified or re-written?
- True
  - False
39. The ultimate goal of design thinking is to help you design better
- Services
  - Products
  - Experiences
  - All of above
40. Design thinking typically provides a solution based to problem solving
- True
  - False
41. in the delivery phase we
- Iterate
  - Test
  - Prototype
  - All of above
42. Design thinking has
- Nothing to do with graphic design
  - Nothing to do with architectural design
  - Very little to do with UI and UX design
  - Everything to do with products that succeed.
- 43 what is the way to narrow down the thoughts to reach at the final solution
- Convergent thinking
  - Divergent thinking
  - None of them
  - 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.
- True
  - 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 necessarily 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