

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?
- a) True
 - b) False
35. No alterations are to be made in the design after testing phase
- a) True
 - b) False
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. What helps the design team and client to visualize and handle the design concept
- a) Define
 - b) Ideate
 - c) Empathise
 - d) Prototype
38. Design brief given by the client be modified or re-written?
- a) True
 - b) False
39. The ultimate goal of design thinking is to help you design better
- a) Services
 - b) Products
 - c) Experiences
 - d) All of above
40. Design thinking typically provides a solution based to problem solving
- a) True
 - b) False
41. in the delivery phase we
- a) Iterate
 - b) Test
 - c) Prototype
 - d) All of above
42. 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.
- 43 what 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
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.
- a) True
 - b) 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 necessary 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