

25. A(n) \_\_\_\_\_ makes a product or service attractive to customers. 1 1 5 1  
 (A) Design (B) Innovation  
 (C) Service (D) Prototype

**PART – B (5 × 10 = 50 Marks)**

Answer **ALL** Questions

- |   | Marks | BL | CO | PO |
|---|-------|----|----|----|
| 26. a. What is design thinking process? Explain in detail. State the importance of design thinking.                                 | 10    | 3  | 1  | 2  |
| (OR)  |       |    |    |    |
| b. Explain the standford model in design thinking with a suitable example. Discuss the design thinking in business with an example. | 10    | 3  | 1  | 2  |
| 27. a. Illustrate in detail the six thinking hats in design thinking process with suitable example.                                 | 10    | 4  | 2  | 2  |
| (OR)  |       |    |    |    |
| b. Give a detailed picture of the process of ideation with an example of your choice.   | 10    | 4  | 2  | 3  |
| 28. a. What is meant by a prototype? State and explain the various prototyping methods.   | 10    | 3  | 3  | 1  |
| (OR)  |       |    |    |    |
| b. Explain in detail the personal key pointers with relevant example.   | 10    | 4  | 3  | 2  |
| 29. a. Exemplify the application of value proposition in a restaurant using the model of service value proposition.                 | 10    | 4  | 4  | 3  |
| (OR)  |       |    |    |    |
| b. "Fail fast and often as innovative breakthroughs arise from failure", Elucidate.   | 10    | 4  | 4  | 3  |
| 30. a. "Empathy is a means to innovate in a pharmaceutical company". Discuss in detail.   | 10    | 4  | 5  | 3  |
| (OR)  |       |    |    |    |
| b. Apply design thinking to create a prototype to improve any existing product or service. Discuss in detail.                       | 10    | 4  | 5  | 3  |

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Reg. No.

**B.Tech. DEGREE EXAMINATION, MAY 2022**  
 Fourth Semester

18MBH262J – DESIGN THINKING

(For the candidates admitted from the academic year 2018-2019 to 2019-2020)

**Note:**

- (i) **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40<sup>th</sup> minute.  
 (ii) **Part - B** should be answered in answer booklet.

Time: 2½ Hours

Max. Marks: 75

**PART – A (25 × 1 = 25 Marks)**

Answer **ALL** Questions

- |  | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 1. Design thinking is<br>(A) Thinking about design (B) Designing way in which people think<br>(C) Asking users to solve problems (D) Defining, framing and solving problems from user's perspectives   | 1     | 2  | 1  | 1  |
| 2. 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?<br>(A) College admission details (B) Information on faculty members<br>(C) Information about courses (D) Alumni details                                      | 1     | 1  | 1  | 1  |
| 3. Design thinking typically helps in _____<br>(A) Innovation (B) Data analysis<br>(C) Financial planning (D) Operational efficiency   | 1     | 2  | 1  | 1  |
| 4. Which is NOT part of the design thinker's profile?<br>(A) Empathy (B) Creativity<br>(C) Integrative thinking (D) Optimism   | 1     | 1  | 2  | 1  |
| 5. Cathrene is creating a new product for university 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 design thinking?<br>(A) Define (B) Empathise<br>(C) Ideate (D) Prototype | 1     | 2  | 2  | 2  |
| 6. What is doodle?<br>(A) Not to bring out the money (B) Bring out the money<br>(C) Not to bring out the feelings (D) Bring out your feelings  | 1     | 1  | 1  | 1  |
| 7. _____ colour hat defines the critique (judgment).<br>(A) Black (B) White<br>(C) Red (D) Blue  | 1     | 2  | 1  | 3  |

8. Emotion is defined by \_\_\_\_\_ coloured hat. 1 1 2 3  
 (A) Red (B) Blue  
 (C) Green (D) White
9. \_\_\_\_\_ colour hat defines planning. 1 2 2 3  
 (A) Black (B) White  
 (C) Red (D) Green
10. "The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come". This is said by \_\_\_\_\_ 1 2 2 2  
 (A) Steve jobs (B) Hilton  
 (C) Richards (D) Ambani
11. During which stage will you create a model of your solution? 1 1 3 2  
 (A) Prototype (B) Define  
 (C) Ideate (D) Empathize
12. \_\_\_\_\_ is NOT a type of the prototype. 1 2 3 1  
 (A) Simple (B) Extensive  
 (C) Average (D) Elaborate
13. One of the options is NOT an activity in prototyping: 1 1 3 1  
 (A) Early indicators (B) Use constraints  
 (C) Engage stake holders (D) Engage consumers
14. \_\_\_\_\_ is a value proposition. 1 1 3 1  
 (A) A promise that customers will get through the product or service (B) A promise that customers will not get through the product or service  
 (C) A promise that company does not give to customers (D) A promise that the employees give to employees
15. What defined a service provider for service value proposition? 1 1 3 1  
 (A) Pain (B) Gain  
 (C) Gain creators (D) Need acceptor
16. During which stage would you, start looking for alternative ways of viewing the problem 1 1 4 2  
 (A) Prototype (B) Ideate  
 (C) Define (D) Empathize
17. A problem statement can be developed from a template that includes all of these components EXCEPT : 1 2 4 3  
 (A) The insight (B) The need  
 (C) The user (D) The price

18. What happens in the test stage of design thinking? 1 1 4 1  
 (A) You conduct a written test of your design team (B) You allow consumers to test a product or services  
 (C) You engage in internal testing with employees (D) You test products designed by competitors
19. What is test phase? 1 1 4 1  
 (A) This phase is where you get feedback from the client and refine the solution (B) This phase is where we get input from the client and find the problem  
 (C) This phase is where we get input from client and create the database (D) This phase is where we get feedback from the user and do nothing
20. Collecting \_\_\_\_\_ is an important portion of testing a prototype in the test stage of design thinking. 1 1 4 2  
 (A) Pictures (B) Money  
 (C) Feedback (D) Emails
21. What happens in the test stage of design thinking? 1 1 5 2  
 (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
22. How does the test stage of design thinking allow you to make tweaks and refine your prototype? 1 2 5 2  
 (A) By observing and talking to customers, you can learn whether your product hits the mark (B) By learning more about your product, you can determine the best market for it  
 (C) By testing employees knowledge of the product, you can start designing packaging (D) By talking with other designers, you can learn ways to redesign to make more money
23. "In the beginner's mind there are many possibilities, in the expert's mind there are few". This is said by \_\_\_\_\_ 1 2 5 3  
 (A) Shunryu quails (B) Shunryu Suzuki  
 (C) Shunryu Toyota (D) Shunryu tata
24. What is a value proposition? 1 1 5 1  
 (A) A promise of the value that customers will get from your service or product (B) A promise of the value that customers will get for the money that pay  
 (C) A promise of the product or service in comparison to the monetary value being spent (D) A promise by the organization on the launch of the product