

A horizontal row of ten empty rectangular boxes, likely intended for a student to write their name or other information.

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: V - THEORY EXAMINATION DEC - 2023

Subject: Design Thinking-II

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

SECTION A

20

1. Attempt all parts:-

- 1-a. _____ is a great way to come with a plenty of ideas that you would not be able to generate by just sitting down with a pen and paper. (CO1) 1

 - (a) Discovery
 - (b) Brainstorming
 - (c) Conflict
 - (d) Theory of Prioritization

1-b. _____ first initiative failed to produce more sales because they didn't ask their customers the right questions. (CO1) 1

 - (a) McDonalds'
 - (b) Dominos
 - (c) KFC
 - (d) Pizza Hut

-c. Value Proposition Design can help. (CO2) 1

 - (a) deliver user-centric projects

- (b) create value for your customers and prospects
(c) both a and b
(d) none of the above
- 1-d. Design thinking involves. (CO2) 1
- (a) convergent thinking
(b) divergent thinking
(c) only a
(d) both
- 1-e. Remote usability tests are popular because they often require.(CO3) 1
- (a) less support
(b) less time
(c) more input
(d) high number
- 1-f. What purpose can be served by storytelling. (CO3) 1
- (a) coordinating performance with other thematic areas
(b) develop sensory abilities
(c) expressing oral using simple intonations, vowels, consonants, and slurred voices
(d) improve basic understanding of the subject matter
- 1-g. Six Sigma was introduced by: (CO4) 1
- (a) Deming
(b) Ishikawa
(c) Bill Smith
(d) None of these
- 1-h. It creates a completely new business model, offering a novel value proposition. (CO4) 1
- (a) Incremental innovation
(b) Expansive innovation
(c) Disruptive innovation
(d) None of these
- 1-i. Wrong sensory knowledge is____ (CO5) 1
- (a) Shruta jnana
(b) Kumati

	(c) Avadhi Jnana	
	(d) Mati Jnana	
1-j.	Which among the following is a part of Ignorance. (CO5)	1
	(a) Manahparyayajnana	
	(b) Kushruta	
	(c) Avadhijnana	
	(d) Kevaljnana	
2.	Attempt all parts:-	2
2.a.	Explain expansive thinking. (CO1)	2
2.b.	Discuss any five rules of brainstorming. (CO2)	2
2.c.	What is defect classification. (CO3)	2
2.d.	Discuss the approach of Crosby towards quality. (CO4)	2
2.e.	Define interconnectedness. (CO5)	30
	SECTION B	
3.	Answer any <u>five</u> of the following:-	
3-a.	Elaborate the following term as per wheel of life: (1) Spiritual (2) Physical (CO1)	6
3-b.	Summarize Design Thinking Mindset and Principles. (CO1)	6
3-c.	Explain any two laws of design thinking. (CO2)	6
3-d.	Explain the concept of active facilitation in Ideation step of design thinking. (CO2)	6
3-e.	Describe the elements of storytelling proposed by Aristotle. (CO3)	6
3-f.	Describe the factors that can foster the innovation in economy. (CO4)	6
3.g.	Explain Fallacious knowledge according to Jain Darshan. (CO5)	6
	SECTION C	50
4.	Answer any <u>one</u> of the following:-	
4-a.	Illustrate Amazon India's Rural Ecommerce. (CO1)	10
4-b.	Describe the Higher Purpose. (CO1)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the concept of learning launch with the help of suitable example. (CO2)	10
5-b.	Define prototyping and explain the tools used in prototyping. (CO2)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Explain different types of classes of defects in quality control. (CO3)	10

6-b. How will you correlate persona with storytelling. (CO3) 10

7. Answer any one of the following:-

7-a. Discuss the quality parameters that you would like to have in your prospective car. (CO4) 10

7-b. Describe the principles of the innovation in detail. (CO4) 10

8. Answer any one of the following:-

8-a. Explain the Feelings in relationship in details. (CO5) 10

8-b. Shifting the thinking is the answer of every problem justify it. (CO5) 10

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