

**I - INTERNAL ASSESSMENT**Semester: 1st Semester 2023 Scheme

Subject: Innovation and Design Thinking (BIDTK158)

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Scheme of Evaluation

Q.No		Marks	CO	BT/CL
1	Who or what is at the centre of the design thinking model? a. Concept of innovation b. Customer c. Company d. Product	1M	CO1	L1
2	Design Thinking typically helps in _____ a. Innovation b. Data analytics c. Financial planning d. Operational efficiency	1M	CO1	L1
3	What are the steps of Design Thinking Process? a. Understand > Draw > Ideate > Create > Test b. Empathize > Define > Ideate > Prototype > Test c. Empathize > Design > Implement > Produce > Test d. Understand > Define > Ideate > Produce > Try	1M	CO1	L1
4	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	1M	CO1	L1
5	Iterative Prototyping helps designers a. refine ideas b. discover previously unknown issues and opportunities c. both of above d. none of the above	1M	CO1	L1
6	The Design Thinking process is iterative, flexible and focused on collaboration between _____ and _____ a. Design and empathize b. Designers and users c. Empathize and test d. None of the above	1M	CO1	L1
7	Innovation and Culture involves a. Design thinking and Practice b. National, Corporate and Disciplinary culture c. Social and Institutional Environment d. all of the above	1M	CO1	L1
8	Design Thinking focuses on major issues a. Prototypical conflicts b. analyze design projects	1M	CO1	L1
	c. coevolve d. none of the above			

9	MVP investigates a. iterating multiple times b. no time constraints c. time constraints are not tight d. none of the above	1M	CO1	L1
10	Qualities of Design Thinking leaders are a. Views self as product b. prototypes visions c. collaborates and communicates d. All of the above	1M	CO1	L1
11	A Design Thinking approach should start with a. Conducting a benchmark against competitors b. Understanding the problem to solve c. Collecting a maximum of inspiring ideas to start working on d. A brainstorming session	1M	CO1	L1
12	Mathematized media affords a. parametric adjustments b. paradigmatic shifts c. understanding and changes in relationship	1M	CO1	L1
13	Mind maps are used to _____ ideas a. Generate b. Visualize c. Structure d. All of the above	1M	CO2	L1
14	Journey mapping is also called _____ mapping a. Path b. Experience c. Conduct d. Feedback	1M	CO2	L1
15	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.	1M	CO2	L1
16	To empathize, one has to a. Observe b. Engage c. Listen d. All of the above	1M	CO2	L1
17	Which of the following are NOT tools of Design Thinking? a. Co-creation b. Prototyping c. Mind Mapping d. Online Marketing	1M	CO2	L1
18	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	1M	CO2	L1

19	<p>_____ is used with the objective of identifying needs that customers are often unable to articulate.</p> <ul style="list-style-type: none"> a. Mind mapping b. Experience mapping c. Storytelling d. Rapid Concept Development 	1M	CO2	L1
20	<p>A prototype is a simple experimental model of a proposed solution used to</p> <ul style="list-style-type: none"> a. Test ideas b. validate ideas c. Both d. None of the above 	1M	CO2	L1
21	<p>What is your first model/design of a product called?</p> <ul style="list-style-type: none"> a. Draft b. Rough Draft c. Prototype d. Practice Design 	1M	CO2	L1
22	<p>_____ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.</p> <ul style="list-style-type: none"> a. Literature Study b. Case Study c. Co-creation d. Prototyping 	1M	CO2	L1
23	<p>_____ is a tool for bringing to the surface the key assumptions underlying the attractiveness of a new business concept and using available data to assess the likelihood that these assumptions are true.</p> <ul style="list-style-type: none"> a. Visualization b. Assumption Testing c. Value Chain Analysis d. Rapid Concept Development 	1M	CO2	L1
24	<p>Which of the following are NOT tools of visualization?</p> <ul style="list-style-type: none"> a. Maps b. Images c. Stories d. Videos 	1M	CO2	L1
25	<p>Design team interactions can be</p> <ul style="list-style-type: none"> a. non chronological modelled and represented in computer processable form b. chronological modelled and represented in computer non-processable form c. chronological modelled and represented in computer processable form d. non chronological modelled and represented in computer non-processable form 	1M	CO2	L1