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Question Paper Version : A

First Semester B.Arch./B.Planning Degree Examination, Dec.2023/Jan.2024

Innovation and Design Thinking

Time: 1 hr.]

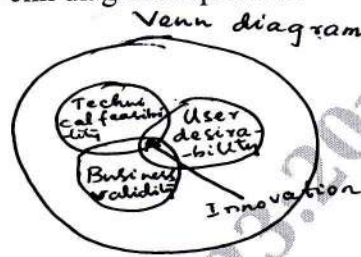
[Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the **fifty** questions, each question carries one mark.
2. Use only **Black ball point pen** for writing / darkening the circles.
3. **For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.**
4. Darkening two circles for the same question makes the answer invalid.
5. **Damaging/overwriting, using whiteners** on the **OMR** sheets are strictly prohibited.

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1. Stage of design thinking that allows us to understand and share the same feeling that of other is
a) Empathy b) Define c) Ideate d) Prototype
 2. The correct order of stages of design thinking
a) Define, Prototype, Ideate, Empathize, Test
b) Ideate, Define, Prototype, Empathize, Test
c) Empathize, Define, Ideate, Prototype, Test
d) Prototype, Empathize, define, Ideate, Test
 3. Innovation is defined as
a) Commercialization of a new product or process
b) The invention of new product or process
c) A new product or process idea
d) Implementation of a new production method
 4. MVP stand for
a) Maximum viable product b) Minimum value product
c) Minimum viable product d) Maximum value product
 5. Persona are identified from
a) Academic Research b) Group activity
c) Field Research d) Business Group
 6. SWOT represents
a) Strength-Weakness-Opportunities-Threats
b) Strength-Weakness-Objective-Threats
c) Strength-Worries-Objectives-Threats
d) Strong-Weak-Openings-Trends

7. The intersection of circles in Venn diagram represents



- a) Unique values b) Dissimilar values c) Similarities d) None of these
8. Story telling is a process used in the ----- phase of design thinking
a) Empathy b) Define c) Prototype d) Test
9. In every phase at every step, in a phase, the satisfaction of the customer is assessed, then it is called as
a) Customer map b) Customer experience map
c) Customer feel d) Customer centric
10. ----- Story telling is the most compelling type of story
a) Aural b) Visual c) Textual d) All of these
11. Journey mapping is also called ----- mapping.
a) Path b) Experience c) Conduct d) Feedback
12. Which of the following are NOT tools of Design thinking
a) Co-creation b) Prototyping c) Mind mapping d) Online marketing
13. A case study is
a) A research strategy b) An empirical inquiry
c) A descriptive and explanatory analysis d) All of these
14. A prototype is a simple experimental model of a proposed solution used to
a) test ideas b) validate ideas c) Both d) None of these
15. The final step in the Design process is
a) Test b) Define c) Ideate d) Empathize
16. The ultimate goal of design thinking is to help one design better
a) Services b) Products c) Experiences d) All of these
17. Design thinking follows
a) Waterfall model b) Agile Methodology c) Both of these d) None of these
18. Rashmi is creating a new product for Architectural college and she takes Design thinking approach. In the first step she conducts research on understanding the market. This step in design thinking process is
a) Define b) Ideate c) Empathize d) Prototype
19. Collaborative team work is essential in design thinking for
a) Equal important to all members b) Solving multifaceted problems
c) Unbiased selection of ideas d) Better failure management
20. User persons are created during which phase of design process
a) Design stage b) Discover stage c) Develop stage d) None of these.

21. The ultimate goal of design thinking is to help a better
 a) Services b) Products c) Experiences d) All of these.
22. ----- is the way to narrow down the thoughts to reach at the final solution.
 a) Convergent thinking b) Divergent thinking
 c) None of these d) Both of these.
23. BPM stand for
 a) Business process management b) Building plan management
 c) Business plan modelling d) Building plan model
24. ----- is an iterative and incremental method of managing development and design
 a) Waterfall methodology b) Agile methodology
 c) Cyclic methodology d) All of these.
25. The first step in design process is
 a) Test b) Define c) Ideate d) Empathize
26. Design thinking is a ----- process.
 a) Linear b) Non linear c) Both of these d) None of these
27. A collage is redesigning its website. Current students are the main users of the website. Which one of the below elements should be definitely be on the website?
 a) College rules and regulations b) Alumini Details
 c) Information of faculty members d) Information about the converges.
28. 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.
29. At what step one complete the POV- point of view?
 a) Empathy b) Prototype c) Define d) Ideate
30. When defining a problem, problem statement should include a solution.
 a) True b) False
31. What element of user Experience Design would the design strategy fall under?
 a) Interaction Design b) Experience strategy
 c) User Research d) Information Architecture
32. Design brief given by the client can be -----
 a) Modified b) Cannot modified c) Merged d) Marked
33. What is the key in design thinking process?
 a) Empathy b) Defining the problem
 c) Designing the solution d) None of these.
34. Practical implementation of ideas resulting in introduction of new good and service is ----
 a) Convention b) Innovation c) Intervention d) Preposition
35. Brain storming is ----- stage of Design thinking.
 a) Empathize b) Define c) Ideate d) Test

36. Reliability is constraint in Design thinking.
a) Yes b) No c) Cannot say d) None
37. Mastering all previous skills, creativity imagination, insight and foresight is necessary for -----.
a) Development design b) Adoptive Design
c) New design d) None of these
38. Design process starts with -----
a) Knowledge b) Planning c) Requirement d) Product
39. ----- Constraints in design thinking.
a) Economic factor b) Ethics c) Both a and b d) Neither A or B
40. Design process is a method to be
a) Creative b) productive c) accurate d) All of these.
41. ----- Design process the designers stay involved in concept building stage.
a) web b) media c) business d) none of these
42. The better product/solution which is evolved to get better solution for problem is ----
a) Innovation b) Evolutionary design
c) Comparative design d) None of these.
43. ----- Industry helps in virtual collaboration for a distributed system.
a) I.T b) B.T c) M.T d) S.T
44. ----- Improvement is possible in Agile methodology.
a) Slow b) No c) Continuous d) None of these.
45. ----- provides shared understanding so that everyone can contribute knowledge
a) Process model b) Business model c) Object d) Ideas.
46. ----- allows the team members to view workflows, depict who is working on what, align together to be able to pick the right task at right time
a) Data capture b) Virtual collaboration c) Data Analysis d) None of these
47. ----- will transfer the slick ideas into great presentations
a) Planner b) presentation signers c) Developers d) Scientists
48. For designing complex software systems that is based on model ----- be used.
a) Scenario based prototype b) Imitation
c) Duplicate d) None of these.
49. Design thinking in B.M.P helps for
a) Align operation with business strategy b) Improves process communication
c) Gain competitive Advantages d) All of these
50. ----- brings the team together to capture what collectively know about the stakeholders and their interests
a) Mind mapping b) stake holder mapping
c) Journey mapping d) None of these.
