

# CBCS SCHEME

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Question Paper Version : D

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

## Innovation and Design Thinking

(COMMON TO ALL BRANCHES)

Time: 1 hrs.]

[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. Which is not a true about customer strategy?
    - a) It address the need of customer
    - b) It learns exactly who the audience is their needs, known and unknown and their behavior
    - c) It shapes the future experience a business aspires to deliver to its customers
    - d) None of these
  2. Opposite of innovation is called \_\_\_\_\_
    - a) Ideate
    - b) Empathy
    - c) Prototype
    - d) Exnovation
  3. Emotional innovation is an \_\_\_\_\_
    - a) Business and Technology
    - b) Business and people
    - c) Technology and people
    - d) All of these
  4. Following establishment of a dominant design in the product life cycle, what would you expect to happen
    - a) Emphasis on product innovation rather than process innovation
    - b) Emphasis on process innovation rather than product innovation
    - c) Competition to increase as new firms enter the industry
    - d) Competition to decrease as more firms exit than enter the industry
  5. Which of the following are valuable in a standards war?
    - a) Competitive advantage
    - b) Late mover advantages
    - c) Early mover advantage
    - d) Technological advantage

6. What potential advantages can be gained from involving overseas subsidiaries in R & D activities?
  - a) Local subsidiaries offer financial advantages such as lower land and labour costs.
  - b) Local subsidiaries offer access to local companies
  - c) Local subsidiaries offer access to technical knowledge and skills
  - d) Local subsidiaries offer financial advantages as well as access to local markets, technical knowledge and skills
7. Outsourcing of innovation globally is more likely where
  - a) Innovations are autonomous
  - b) Innovations are systemic
  - c) Innovations are systemic or autonomous
  - d) Innovations are made by service sector firms
8. Which of the following are not tools of design thinking?
 

a) Cocreation	b) Prototype
c) Mind mapping	d) Online marketing
9. User persons are created during which phase of design process.
 

a) Design stage	b) Discover stage
c) Develop stage	d) None of these
10. The ultimate goal of design thinking is to help you design better.
 

a) Services	b) Products
c) Experiences	d) All of these
11. Who or what is at the center of the design thinking model?
 

a) The concept of innovation	b) The customer
c) The company	d) The product
12. How does Apple incorporate its end users in its business?
  - a) By analyzing consumer complaints and responding
  - b) By building a product and hoping customer like it
  - c) By marketing to customers in a way they can't refuse
  - d) By determining what they want and then building it
13. Design thinking is,
  - a) Thing about design
  - b) Designing ways in which people think
  - c) Asking users to solve problems
  - d) Defining, framing and solving problems from users perspectives
14. 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
15. You would interview people to gain an understanding of how they feel during the \_\_\_\_\_ stage of design.
 

a) Test	b) Define	c) Ideate	d) Empathise
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16. Collecting \_\_\_\_\_ is an important portion of testing a prototype in the test stage of design thinking.  
 a) Pictures                      b) Money                      c) Feedback                      d) E-mails
17. Which of the below firm is associated the most with design thinking?  
 a) Ikea                      b) Ideo                      c) Idea                      d) Ikei
18. Which of these are not components of mind map?  
 a) Branches                      b) Arrows  
 c) Central Idea                      d) All of these are components
19. Which of the following are not tools of visualization?  
 a) Maps                      b) Images                      c) Stories                      d) Videos
20. Storytelling is the most compelling type of story.  
 a) Aural                      b) Visual                      c) Textural                      d) All of these
21. Human centric design was reinterpreted as an acronym to mean  
 a) Hear, Create, Deliver  
 b) Hear, Create, Design  
 c) Hold, Create, Deliver  
 d) Hear, Compile, Deliver
22. POC stands for  
 a) Post of idea                      b) Proof of concept  
 c) Problem of concept                      d) None of these
23. Which challenges solve design thinking influences strategies for innovation?  
 a) Human centric  
 b) Empathy building process  
 c) Financial planning  
 d) Data analytics
24. 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
25. The goal of the prototype phase is  
 a) To understand what components of your idea didn't work  
 b) To understand what components of your idea work  
 c) Both of them  
 d) None of them
26. MVP stands for  
 a) most viable product                      b) maximum viable product  
 c) minimum viable product                      d) none of these
27. Design thinking follows  
 a) Waterfall model                      b) Agile methodology  
 c) Both of these                      d) None of these

28. BPM stands for
- Building Product Management
  - Business Product Management
  - Business Process Management
  - Basic Product Management
29. Which of the following sequences is correct for waterfall methodology?
- Define → Design → Develop → Test → Deploy
  - Define → Develop → Design → Test → Deploy
  - Define → Design → Develop → Deploy → Test
  - Design → Define → Develop → Test → Deploy
30. What is the key in any design thinking process?
- Empathy
  - Defining the problem
  - Designing the solution
  - None of these
31. Which is the World's second largest hearing aid manufacturer, it is situated in Denmark and it was founded in 1904 by Hons Demant?
- Copenhagen
  - Oticon
  - Danish Indo
  - Forbes Global
32. Which is not features of Otigon?
- New working style
  - Fresh and simple perspective
  - Lack of respect
  - None of these
33. Which innovation is about improving the existing features?
- Radical innovation
  - Disruptive innovation
  - Architecture innovation
  - Incremental innovation
34. According to IEEE report, business fail because of
- Badly defined requirements
  - Stockholders politics
  - Poor communication
  - All of these
35. Which is not a good interview strategy for the empathy step?
- Encourage the person to talk about experiences
  - Encourage short answers that get right to the point
  - Ask follow up questions to get more information
  - Try to uncover needs people may or may not be aware of
36. \_\_\_\_\_ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.
- Literature study
  - Case study
  - Co creation
  - Prototyping
37. The purpose of MVP is not
- be able to test a product hypothesis with maximum resources
  - Accelerate learning
  - Reduce wasted engineering hours
  - Get the product to early customers as soon as possible

38. 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 this target market. What is this step in the design thinking process?
- a) Define                      b) Ideate                      c) Empathise                      d) Prototype
39. Frank Robinson defined and coined the term
- a) Design thinking      b) Mind mapping      c) MVP                      d) Hypothesis
40. \_\_\_\_\_ was IDEO's first expression of design thinning.
- a) Deep-Design      b) Deep-Dive                      c) Deep-Structure      d) Study-Dive
41. 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
42. Which of the following well known consulting firms are offering design thinking as a solution?
- a) McKinsey & Co      b) BCG                      c) Bain & Co.                      d) All of these
43. To ideate is,
- a) To rapidly change  
b) When you create a 3D model of your design  
c) The process for creating and sharing ideas where you use images and sketches instead of words to describe your idea  
d) When you brainstorm ideas, get feedback, create on initial design, share the design and its rate.
44. Who bought a collaborative design philosophy to the engineering party?
- a) Henry Ford                      b) Henry Ford and Steve Jobs  
c) Steve Jobs                      d) None of these
45. Apply human centred design to poverty related challenges and in the process, change the way that a for profit business can use their resources to create social good was mission of
- a) Steve Jobs and Henry Ford  
b) Jocelyn Wyatt and Patrice Martin  
c) Steve Jobs and Jocelyn Wyatt  
d) Henry Ford and Patrice Martin
46. Which of the below is incorrect?
- a) Pepsi Co has turned design thinking into strategy  
b) Air BnB avoided bankruptcy and turned profitable using design thinking  
c) Google has 3 step process to bring about new innovations  
d) All of these
47. Which of the following is right?
- a) Design sensibilities area 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) Both a and b

48. Value chain analysis examines how an organization interacts with value chain partnersto \_\_\_\_\_ new offerings.
- a) Produce
  - b) Market
  - c) Distribute
  - d) All of these
49. \_\_\_\_\_ is used with the objective of identifying needs that customers are often unable to articulate.
- a) Mind mapping
  - b) Experience mapping
  - c) Story telling
  - d) Rapid concept development
50. A hypothesis is \_\_\_\_\_.
- a) A wished for result that the researcher concludes the research with
  - b) A complicated set of sentences that pulls variables into proposed complex relationships
  - c) A conjecture that is grounded in support background originating from secondary research
  - d) None of these

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