CBCS SCHEME

BIDTK158

USN ☐☐☐☐☐☐☐☐☐☐

Question Paper Version : A

First Semester B.E./B.Tech. Degree Examination, Jan./Feb. 2023
Innovation & 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. What is design considerations are not linked with?
   a) Products   b) Services   c) Business   d) Computers

2. To Empathize, one has to,
   a) Observe   b) Engage   c) Listen   d) All of the above

3. _____ story telling is the most compelling type of story,
   a) Aural   b) Visual   c) Textual   d) All of these

4. Design thinker in an organization are,
   a) People   b) Employees   c) Managers   d) All of these

5. Comprehensive principle of Design thinking does not include
   a) Relationship   b) Collaboration   c) Communication   d) Suppliers

6. In design, where does the information used to put together a problem statement come from?
   a) The Design Stage   b) The Ideate Stage
   c) The Define stage   d) The testing stage

7. MVP stands for,
   a) Minimum Viable product   b) Maximum Viable Product
   c) Most viable product   d) None of these

8. Journey mapping is also called _____ mapping.
   a) Path   b) Experience   c) Conduct   d) Feedback

9. Which of the following are NOT tools of Design Thinking?
   a) Co-creation   b) Prototyping   c) Mind mapping   d) Online marketing

10. 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

11. What is your First model/design of a product called?
    a) Draft   b) Rough Draft   c) Prototype   d) Practice Design

12. The final step in the Design process is to _____
    a) Test   b) Define   c) Ideate   d) Empathize

13. _____ was IDEO's first expression of design thinking.
    a) Deep-Design   b) Deep-Dive   c) Deep-Structure   d) Study-Dive

14. Frank Robinson defined and coined the term.
    a) Design thinking   b) Mind mapping   c) MVP   d) Hypothesis

15. Which of the below is incorrect?
    a) Peprico has turned Design Thinking into its strategy.
    b) Air BnB avoided bankruptcy and turned profitable using Design Thinking
    c) Google has a 3 step process to bring about new innovation
    d) All of the above are correct

16. At what step do you want to complete the POV-Point Of View?
    a) Empathy   b) Prototype   c) Define   d) Ideate

17. The initial design brief iS provided by,
    a) Designer   b) User   c) Both of them   d) Client

18. What Element of user Experience Design would the design strategy fall under,
    a) Interaction Design   b) Experience strategy
    c) User Research   d) Information Architecture

19. When testing a new prototype, how many people do you need to interview per Persona to detect the main usability issues?
    a) The more Persona the better   b) 20 Persons per Persona
    c) 10 Persons per Persona   d) Five Persons per Persona

20. Readiness of the organization for strategic innovation means,
    a) Changing innovation process in the organization
    b) Ready for the change in the organization
    c) Ready for change in the capabilities of the organization
    d) All of the above

21. What is the usual order of problem solving process?
    a) Try, Reflect, Prepare, Define   b) Prepare, Try Define, Reflect
    c) Try and Reflect   d) Define, Prepare, Try, Reflect

22. Reframing a Design Challenge -
    a) Changes the Conceptual view point to an individual perspective
    b) Helps us come up with the Right Problem to solve.
    c) Challenges us to design to a marketing focus
    d) None of these

23. Which of the following is true?
    a) By Empathizing one can define a Problem Well, Conceive a creative solution resulting in break through innovation.
    b) Empathy makes you a better human, but innovation requires out of the box thinking and not Empathy
    c) Inventions are sudden Eureka moments and is not really part of the long-term Research or Exploration.
    d) You become an innovator by Questioning the status Quo.

24. Malini is in the Ideate phase. What is her goal?
    a) To Come up with one or two great ideas
    b) To come up with us many ideas as possible, good and bad.
    c) To test his best idea.
    d) To figure out which problem he's going to solve

25. During which stage would you : start looking for a alternative ways of viewing the problem.
    a) Prototype   b) Define   c) Ideate   d) Empathize

26. Design Thinkers create low-fidelity prototypes to :
    a) Test concepts quickly and cheaply with potential users.
    b) Validate concepts for the market.
    c) Build Production-Ready products.
    d) Estimate the price of production

27. 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 above

28. Design Thinking is sometimes visualized as a linear process, but it is actually :
    a) Impactful   b) Incapacitating   c) Intentional   d) Iterative

29. Which of the following is NOT part of the idea-selection process in DT?
    a) Grouping Related concepts together   b) Identifying selection criteria
    c) Deliberating   d) Prototyping

30. Robert researches statistics about the average age of school dropouts. Which stage is he in?
    a) Empathize   b) Define problem statement
    c) Ideate   d) Prototype

31. Design thinking Approach leads to -
    a) Technology centric designs   b) Marketing centric designs
    c) People centric designs   d) All of the above

32. Design-Impacts the business
    a) True   b) False

33. Empathy is -
    a) to understand people and the contexts of their use of a product
    b) to know the way the product works
    c) to imagine people's behavior in different contexts
    d) None of these

34. Design thinking encompasses -
    a) Desirability
    b) Feasibility
    c) Viability
    d) All of these

35. Which one of the following is not the mindset of a design thinker?
    a) Quick design
    b) Prototype refinement
    c) Coding
    d) Engineer product

36. Which of the following is not the mindset of a Design Thinker?
    a) Make it
    b) Learn from Failure
    c) Self oriented
    d) Empathy

37. Where does the information for defining the problem in the define phase come from?
    a) The Terting stage
    b) The prototype stage
    c) The Ideate stage
    d) The Empathize stage

38. Crafting a Point Of View (POV) requires three key elements including all of these Except which?
    a) Design
    b) User
    c) Insight
    d) Need

39. Who is the recommended group that you should test out the prototypes with?
    a) Your target customers
    b) People in your team
    c) Professional designers
    d) Experts

40. Which is not one of the types of prototype of prototyping Mode 1?
    a) Horizontal prototype
    b) Vertical Prototype
    c) Diagonal prototype
    d) Domain prototype

41. Which of the following is the least true about open innovation?
    a) It accelerates development process
    b) It reduces cost of product development.
    c) It helps in creating product differentiation
    d) It helps to beat competition

42. People Centered Design methodology involves,
    a) A problem-solving approach for people that is linear and convergent.
    b) A problem-solving approach which is abstract and Results in making people by products.
    c) A problem solving approach for people that both diverges and converges.
    d) None of these

43. User journey map helps you to,
    a) Understand the touch point and pain points of the user.
    b) iterate, iterate, iterate
    c) Identify the user's credibility, expertise and skills.
    d) None of these

44. What is the role of the Define Stage of design thinking?
    a) To define the parameters for a prototype.
    b) To define the audience, you're trying to Reach.
    c) To define the problem that needs to be solved.
    d) To define all of the ideas for solving a problem.

45. What is a problem statement in design thinking?
a) A written expression of problems from the prototype.
b) A written expression of the problem to be solved.
c) A written expression of problems inside the group.
d) A written expression of problems with target market.

46. What purpose does Point Of Veiw (POV) serve in design thinking?
a) It serves as the guide for developing the prototype.
b) It illustrates what your competitors are doing better.
c) It is used in the testing phase for receiving feedback.
d) It provides focus for the design team's brain storming.

47. In this Point of View (POV) statement, which part is considered the insight? "Senior adults with arthrit is need Easy-Open bottles because they struggle to open childproof lids"
a) Because they struggle to open childproof lids.
b) Need easy-open bottles.
c) Senior citizens
d) None of these

48. What is Point Of View (POV) in design thinking?
a) A Report from the design team about the product.
b) A Customer's opinion about interactions with you brand.
c) A written statement of a Customer's problem of need.
d) The opinion of the manager about how to brain storm.

49. Where do the insights in Point Of View (POV) in design thinking come from?
a) Researching other products on the market.
b) Interviewing the general Public on Social media.
c) Synthesizing the data that has been gathered
d) Developing ideas during brainstorming

50. People centered Design is -
a) How the product behaves in the real context.
b) How a product works on the outside where a person comes into contact with it and has to use it.
c) All of the above
d) None of the above

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