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Question Paper Version : A

First Semester B.Arch./B.Planning Degree Examination, Dec.2024/Jan.2025
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. What is Design Thinking?
a) A method facilitated by UX designers
b) A process for creative problem solving
c) A process to teach design to non-designers
d) A methodology developed to discard old design methods.
 2. To empathize, one has to
a) observe b) Engage c) Listen d) All of these
 3. 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
 4. Collecting ____ is an important portion of testing a prototype in the test stage of design thinking.
a) Pictures b) Money
c) Feedback d) Emails
 5. Mind maps are used to ____ ideas.
a) Generate b) Visualize
c) Structure d) All of these
 6. Which of the following are NOT tools of Design Thinking?
a) Co-creation b) Prototyping c) Mind mapping d) Online Marketing

7. 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 relationship
 - c) A Conjecture that is grounded in support background originating from secondary research
 - d) None of these
8. What is your first model/design of a product called?
 - a) Draft
 - b) Rough Draft
 - c) Prototype
 - d) Practice design
9. 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 an initial design, share the design and iterate.
10. 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
11. The final step in the Design process is to _____
 - a) Test
 - b) Define
 - c) Ideate
 - d) Empathize
12. Which is NOT an aspect of the Define step of design thinking?
 - a) Create a composite user to give perspective to the solution
 - b) Develop a point of view statement to state user's need
 - c) Define as many possible solutions to the problem as possible
 - d) Recognize a challenge with a "How might We" question.
13. At what step do you want to complete the POV point of view?
 - a) Empathy
 - b) Prototype
 - c) Define
 - d) Ideate
14. Collaborative teamwork is essential in design thinking for
 - a) Equal importance to all members
 - b) Solving multifaceted problems
 - c) Unbiased selection of ideas
 - d) Better failure management
15. Design Thinking process began with the following 3 steps.
 - a) Understand – Improve – Apply
 - b) Define-Ideate-Build
 - c) Study-Solve-create
 - d) Understand-Ideate-create
16. Human-centric design was re-interpreted as an acronym to mean
 - a) Hear, Create, Deliver
 - b) Hear, Create, Design
 - c) Hold, Create, Deliver
 - d) Hear, Compile, Deliver

17. The ultimate goal of design thinking is to help you design better
 - a) Services
 - b) Products
 - c) Experiences
 - d) All of these
18. Design thinking typically is a
 - a) Non-linear process
 - b) Linear process
 - c) Cyclic process
 - d) None of these
19. Design thinking above
 - a) Waterfall model
 - b) Agile methodology
 - c) Both of these
 - d) None of these
20. Which of the following sequence is correct for waterfall methodology?
 - a) Define-Design-Develop-Test-Deploy
 - b) Define-Develop-Design-Test-Deploy
 - c) Define-Design-Develop-Deploy-Test
 - d) Design-Define-Develop-Test-Deploy
21. 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 > Design > Ideate > Produce > Try
22. Which of the below firm is associated the most with design thinking?
 - a) Ikea
 - b) Ideo
 - c) Idea
 - d) Ikei
23. Which of the below is incorrect?
 - a) PepsiCo has turned Design thinking into its strategy
 - b) Air BnB avoided bankruptcy and turned profitable using Design thinking
 - c) Google has a 3 steps process to bring about new innovations
 - d) All of these are correct
24. Which of the following is right?
 - a) Design sensibilities are a 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) Empathy is seeing with your own eye, hearing with your own ear and feeling the pain with your own heart.
 - d) a and d
25. Identify the correct statement
 - a) To derive the power of design thinking, individual's teams and organizations must have a leap of faith about the existence of a solution.
 - b) Leap of-faith is the page in the manual of design thinking containing the core philosophy about design thinking
 - c) Design thinking Pre-supposes that some people are inherently creative and become successful in creative product development. The team should have atleast one such person.
 - d) None of these

26. 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?
- College rules and regulations
 - Information on faculty members
 - Information about courses
 - Alumni details
27. At what step do you want to complete the POV point of view?
- Empathy
 - Prototype
 - Define
 - Ideate
28. Rototype should only be demonstrated and tested within the team
- True
 - False
29. When defining a problem, your problem statement should include a solution.
- True
 - False
30. No alterations are to be made in the design after testing phase.
- True
 - False
31. Being an experimental phase, continuous iterations can take place here, which phase it refers to?
- Define
 - Empathize
 - Prototype
 - None of these
32. You would interview people to gain an understanding of how they feel during the ____ stage of Design thinking.
- Prototype
 - Define
 - Ideate
 - Empathize
33. During which stage would you, consult experts to learn more about the areas of concern and to gain an understanding other people experience.
- Prototype
 - Define
 - Ideate
 - Empathize
34. During which stage would you write a problem statement focused on a specific need or goal
- Prototype
 - Define
 - Ideate
 - Empathize
35. Which of the following is not one of the profiles of design thinkers?
- Empathy
 - Simplicity
 - Integrative thinking
 - Experimentalism
36. Design Thinking Approach leads to
- Technology centric designs
 - Marketing centric designs
 - People centric design
 - All of these
37. Which one of the following is not a phase of prototyping model?
- Quick design
 - Prototype refinement
 - Coding
 - Engineer product

38. What is point of view (POV) in design thinking?
- A report from the design team about the product
 - A customers opinion about interactions with your brand
 - A written statement of a customer's problem or need
 - The opinion of the manager about how to brainstorm
39. Where do the insights in point of view (POV) in design thinking come from?
- Researching other products on the market
 - Interviewing the general public on social media
 - Synthesizing the data that has been gathered
 - Developing ideas during brainstorming
40. _____ story telling is the most compelling type.
- Aural
 - Visual
 - Textual
 - All of these
41. The three "I" s of Design thinking DO NOT include
- Interest
 - Implementation
 - Inspiration
 - Ideation
42. 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
43. Design thinking is best suited to addressing problems at the intersection of
- Business and society
 - Logic and emotion
 - Human needs and economic demands
 - All of these
44. _____ is an iterative and incremental method of managing development and design
- Waterfall model
 - Agile Methodology
 - Cyclic Methodology
 - All of these
45. BPM stands for
- Building Product Management
 - Business Product Management
 - Business Process Management
 - Basic Product Management
46. _____ is the way to narrow down the thoughts to reach at the final solution.
- Convergent thinking
 - Divergent thinking
 - None of them
 - Both of them
47. Journey Mapping is also called _____ mapping
- Path
 - Experience
 - Conduct
 - Feedback

48. Design thinking principles DO NOT include
- a) Feasibility
 - b) Viability
 - c) Desirability
 - d) Credibility
49. Frank Robinson defined and coined the term
- a) Design thinking
 - b) Mind mapping
 - c) MVP
 - d) Hypothesis
50. 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.

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