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Question Paper Version : A

First/Second Semester B.E./B.Tech. Degree Examination, June/July 2023
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. The main goal of Design Thinking is _____
a) To create new products or services b) To improve existing products or services
c) To solve problems d) All of the above
 2. _____ is the main focus of Design Thinking.
a) The designer b) The user c) The business d) The technology
 3. Empathizing in Design Thinking refers to _____
a) Understanding the problem b) Generating ideas
c) Identifying user needs d) Building prototypes
 4. The main objective of the prototype stage in Design thinking _____
a) Understanding the problem b) Generating ideas
c) Identifying user needs d) Building prototypes
 5. The major characteristics of Design Thinking is _____
a) Being creative b) Being open minded
c) Being critical d) All of the above.
 6. Ideate in Design Thinking refers to _____
a) Understanding the problem b) Generating the ideas
c) Identifying the user needs d) Building prototypes
 7. What is the main objectives of the test stage in Design Thinking?
a) Understanding the problem b) Generating the ideas
c) Identifying the user needs
d) Building prototypes and validating the solution with user feedback.

8. Implementing stage in Design thinking means
 - a) Making the solution available to user
 - b) Continuously improving the solution
 - c) Identifying the user needs
 - d) Both (a) and (b)
9. The main characteristic of Design thinking
 - a) Being creative
 - b) Being open minded
 - c) Being critical
 - d) All the above
10. The sole purpose of shared model in team based design
 - a) To ensure effective communication and collaboration
 - b) To validate assumption about the solution
 - c) To test the final product
 - d) To create a polished final product
11. How can a shared model be created in team based design?
 - a) Conducting a team alignment meeting
 - b) Creating a visual representation of the solution
 - c) Encouraging team members to share their individual perspectives and ideas
 - d) All of the above
12. Who should be involved in creating a shared model in team based design?
 - a) Only the Design team
 - b) Only business team
 - c) Only the user team
 - d) All the stake holders concerned
13. What is the main goal of the shared model in terms of the user?
 - a) To satisfy the user
 - b) To test the solution with the user
 - c) To generate the revenue
 - d) To validate the design
14. Which of the following is not a common technique used in the empathize stage
 - a) User interviews
 - b) Surveys
 - c) Brain Storming
 - d) User observation
15. The empathize stage in Design Thinking is also known as _____
 - a) Observe stage
 - b) Ideate stage
 - c) Understand stage
 - d) Empathies stage
16. _____ is the output of design stage in Design thinking
 - a) A list of potential solution
 - b) A clear problem statement and user needs
 - c) A working prototype
 - d) User feedback and data analysis
17. The design stage in Design thinking is typically the _____ step in the process.
 - a) First
 - b) Second
 - c) Third
 - d) Fourth
18. The ideate stage in Design thinking is also known as _____ stage.
 - a) Diverge stage
 - b) Prototype stage
 - c) Understand stage
 - d) Ideate stage
19. "How might we" questions are need for
 - a) Identification of problems
 - b) Finding solutions
 - c) Both (a) and (b)
 - d) Neither (a) nor (b)
20. What is the output of the prototype stage in Design thinking
 - a) A list of potential solutions
 - b) A clear problem statement and user needs
 - c) A working prototype
 - d) A deep understanding of the user's emotions and perspectives.
21. How do professional presentation designers typically deliver their presentations?
 - a) Imperson
 - b) Online
 - c) Both
 - d) None of the above

22. The main goal of MVP _____.
- To create fully featured product
 - To validate the product idea and gather feedback
 - To release a product to the market
 - To generate the revenue.
23. Which of the following is an example of an MVP
- A fully featured mobile app
 - A landing page with a sign up form
 - A wireframe of website
 - A working model of a car
24. What tool often used to brainstorm and organize ideas?
- Mind maps
 - Gantt charts
 - Flow charts
 - PERT diagram
25. Which tool is used to create interactive prototypes of design?
- Wireframes
 - Mockups
 - Clickable prototypes
 - Story boards
26. What tool is used to prioritize design elements and features?
- Affinity diagrams
 - Kano analysis
 - Value proposition canvas
 - Cost benefit analysis
27. Tool used to create a visual representation of process or workflow.
- Flow charts
 - PERT diagrams
 - Gantt charts
 - Mind maps
28. _____ is used to understand and map out the customer journey.
- Customer Journey Map
 - Empathy Map
 - User flow
 - User research
29. _____ tool is used to understand and organize user feedback and research.
- Affinity diagrams
 - Kano analysis
 - User research
 - Empathy Map
30. _____ is used to create a visual representations of a project tasks and timelines.
- Gantt charts
 - PERT diagram
 - Mind maps
 - Flow charts
31. What technology uses a device to track the movement of user's eye as they interact with a design?
- Session replay software
 - Eye tracking technology
 - Heat map and click tracking software
 - User testing platform.
32. _____ is an example for Project Management Software.
- Invision
 - Trello
 - Google meet
 - Adobe XD
33. _____ is the example of design collaboration software.
- Trello
 - Invision
 - Google meet
 - Adobe XD
34. _____ are essentials to collect research information.
- A/B testing
 - Usability testing
 - Design sprints
 - Surveys
35. What is the main focus of Design Thinking in IT.
- Efficiency
 - Cost effectiveness
 - User centeredness
 - Innovation
36. How can design thinking in IT improve products, services and processes?
- By identifying user needs and pain points
 - By considering different perspectives
 - By rapid prototyping and testing
 - All of the above

37. What stage in design thinking allows for the collaboration between designers, developers and stakeholders?
 a) Empathize b) Ideate c) Define d) Test
38. What is the main benefits of using design thinking approach in IT?
 a) Efficiency b) Cost effectiveness
 c) Improved user satisfaction d) Innovation
39. What is the main goal of business process modeling?
 a) Understanding the process b) Improving the process
 c) Documenting the process d) All of the above
40. Agile methodology commonly used for
 a) S/w development b) Project management
 c) Marketing strategy d) Both (a) & (b)
41. What is the key advantage of Agile in virtual collaboration environment?
 a) Speed b) Efficiency c) Adaptability d) Innovation
42. What type of prototypes can be created using scenario based prototyping?
 a) Physical models b) Computer simulation
 c) Working prototypes d) All of the above
43. Design thinking can be used to achieve _____ of the following.
 a) Innovation b) Growth
 c) Change within organization d) All of the above
44. Which of the following is not a stage in Design thinking?
 a) Test b) Plan c) Implement d) Act
45. Story telling in strategic foresight represents.
 a) To communicate complex information in a simple and relatable way
 b) To inspire innovation and creativity
 c) To predict future trends and events d) To improve organizational efficiency.
46. The key element of Design Thinking _____
 a) Ideation b) Empathy c) Innovation d) Creativity
47. The prime target of Design Thinking.
 a) The designer b) The user c) The business d) The technology
48. The main objective of creativity _____
 a) To generate new ideas b) To improve existing ideas
 c) To solve problems d) All of the above
49. The main objective of innovation _____
 a) To improve existing product of services b) To create new products or services
 c) To generate the instant revenue d) All of the above
50. What is the main objective of the implementation stage in Design Thinking?
 a) Making the solution available to the user
 b) Continuously improving the solution
 c) Identifying the user needs d) Both (a) & (b)

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