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Course Code

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Third Semester B.E. Degree Examinations, March/April 2023

DESIGN THINKING AND SOCIAL INNOVATION

Duration: 2 hrs

Max. Marks: 100

Instructions to the Candidates:

All questions are compulsory.

Each question carries 1 mark.

Use only black ball point pen.

Darkening two circles for the same question makes the answer invalid.

Damaging/overwriting, using whiteners on the OMR are strictly prohibited.

Q. No

Questions

- 1 Why is design thinking effective at solving complex problems?
 - A. It follows a strict, linear process
 - B. It relies on intuition and gut feelings
 - C. It involves empathy and an understanding of users' needs and desires
 - D. It relies on data and analysis to inform decision-making
- 2 What is the "Empathy" Phase of the design thinking process focused on?
 - A. understanding the needs and goals of the target user group
 - B. developing a detailed specification for the solution
 - C. building and testing prototypes
 - D. analyzing the market and competition
- 3 What is the "Ideation" Phase of the design thinking process focused on?
 - A. understanding the needs and goals of the target user group
 - B. developing a detailed specification for the solution
 - C. building and testing prototypes
 - D. generating a large number of ideas and solutions
- 4 What is the "Prototyping" Phase of the design thinking process focused on?
 - A. understanding the needs and goals of the target user group
 - B. developing a detailed specification for the solution
 - C. building and testing prototypes
 - D. analyzing the market and competition
- 5 What is the "Iteration" Phase of the design thinking process focused on?
 - A. understanding the needs and goals of the target user group
 - B. developing a detailed specification for the solution
 - C. building and testing prototypes
 - D. the repeatable process of improving a product (or part of a product) in relatively short but regular

- 6 Which of the following is not a common method of user testing?
A. A/b testing B. Survey C. Focus group D. Time travel
- 8 Which of the following is not a common method for exploring presentation signers across the globe?
A. Online surveys B. In-person interviews C. Focus groups D. Telepathy
- 9 What is a media model?
A. A model that predicts the behavior of media platforms and technology
B. A model that predicts the behavior of media consumers
C. A model that predicts the impact of media on society and culture
D. A model that predicts the financial success of media companies
- 10 What is a digital design space?
A. A physical space where designers work and collaborate
B. A virtual space where designers work and collaborate
C. A physical space where designers showcase their work
D. A virtual space where designers showcase their work
- 11 Why is efficient collaboration important in digital design spaces?
A. It helps to reduce conflicts and misunderstandings
B. It helps to ensure that all team members are aligned and working towards the same goals
C. It helps to speed up the design process and reduce the time to market
D. All of the above
- 12 Which of the following is not a key factor to consider when analyzing design thinking working modes?
A. The nature of the design problem and its complexity
B. The resources and constraints available to the design team
C. The preferences and skills of the team members
D. The cost and time constraints of the project
- 13 What is the main characteristic of the linear design thinking working mode?
A. It involves a sequential and step-by-step approach to problem-solving
B. It emphasizes the exploration and generation of multiple ideas and solutions
C. It involves adapting and refining a solution based on feedback and testing
D. It is suitable for complex and unfamiliar design problems
- 14 What is the main characteristic of the explorative design thinking working mode?
A. It involves a sequential and step-by-step approach to problem-solving
B. It emphasizes the exploration and generation of multiple ideas and solutions
C. It involves adapting and refining a solution based on feedback and testing
D. It is suitable for complex and unfamiliar design problems
- 15 What are some common types of working modes during design thinking projects?
A. Linear, iterative, and incremental
B. Explorative, generative, and evaluative
C. Divergent, convergent, and adaptive
D. All of the above

- 16 What is the main characteristic of the generative working mode during design thinking projects?
- A. It involves a sequential and step-by-step approach to problem-solving
 - B. It emphasizes the exploration and generation of multiple ideas and solutions
 - C. It involves adapting and refining a solution based on feedback and testing
 - D. It is suitable for complex and unfamiliar design problems
- 17 What is the main goal of design thinking in it?
- A. To develop technology solutions that meet the needs and expectations of users
 - B. To create technology solutions that are aesthetically pleasing and visually appealing
 - C. To generate technology solutions that are technically sophisticated and cutting-edge
 - D. To optimize technology solutions for cost and efficiency
- 18 What are some common stages in the design thinking process in it?
- A. Empathize, define, ideate, prototype, test
 - B. Research, analysis, design, development, deployment
 - C. Plan, execute, monitor, control, close
 - D. All of the above
- 19 What is the main purpose of the prototype stage in the design thinking process in it?
- A. To understand the needs, wants, and motivations of the users of the technology solution
 - B. To identify the problems and challenges faced by the users in their interactions with technology
 - C. To gather and analyse data on user behaviour and feedback
 - D. To create a physical or digital representation of one or more of the potential solutions generated in the ideate stage
- 20 What are some common agile software development methodologies that can be used in virtual collaboration environments?
- A. Scrum, Kanban, lean, and extreme programming
 - B. Waterfall, spiral, incremental, and iterative
 - C. Agile modelling, agile data, and agile architecture
 - D. All of the above
- 21 What is design thinking in the context of software development?
- A. A process for creatively and systematically solving complex problems and generating innovative solutions
 - B. A way of thinking and acting that emphasizes empathy, experimentation, and collaboration
 - C. A method of developing and implementing technology solutions that are user-centered, iterative, and adaptable
 - D. All of the above
- 22 What is the main difference between low-fidelity, medium-fidelity, and high-fidelity prototypes?
- A. Low-fidelity prototypes are rough and basic, while medium-fidelity prototypes are more detailed and functional, and high-fidelity prototypes are fully functional and representative of the final product
 - B. Low-fidelity prototypes are used for early testing and concept development, while medium-fidelity prototypes are used for user feedback and testing, and high-fidelity prototypes are used for stakeholder presentations and demos
 - C. Low-fidelity prototypes are cheap and quick to create, while medium-fidelity prototypes are more expensive and time-consuming to create, and high-fidelity prototypes are the most expensive and time-consuming to create
 - D. All of the above

- 23 What is the main purpose of initial research in design thinking?
- A. To gather and analyse data and insights about a problem or opportunity
 - B. To understand and empathize with the needs and motivations of the users or stakeholders
 - C. To define and frame the problem or opportunity in a clear and actionable way
 - D. To generate and evaluate potential solutions for the problem or opportunity
- 24 What is a hypothesis in the context of design thinking?
- A. A proposed explanation for a phenomenon or problem that can be tested through further research and experimentation
 - B. A creative and innovative solution to a problem or opportunity
 - C. A way of framing and defining a problem or opportunity in a clear and actionable way
 - D. All of the above
- 25 What is a business challenge in the context of design thinking?
- A. A complex problem or opportunity faced by a business that requires creative and innovative solutions
 - B. A way of thinking and acting that emphasizes empathy, experimentation, and collaboration
 - C. A method of developing and implementing business strategies and initiatives that are user-centered, iterative, and adaptable
 - D. All of the above
- 26 What is the main purpose of an mvp in the design thinking process?
- A. To create a fully-featured product
 - B. To test and validate a product with the minimum amount of effort
 - C. To generate new ideas
 - D. To find a solution to a problem
- 27 How can using storytelling in the design thinking process help to define and understand user needs?
- A. By creating a narrative around the user and their needs
 - B. By using visualization to represent user needs
 - C. By using data analysis to identify user needs
 - D. By using prototyping to test and validate user needs
- 28 What is the main goal of using design thinking for strategic innovations?
- A. To find a solution to a specific problem
 - B. To generate new ideas for long-term business growth
 - C. To create a working prototype
 - D. To develop a final product
- 29 What is the main advantage of concept mapping as an ideation technique?
- A. It allows teams to quickly generate a large number of ideas
 - B. It encourages creativity and out-of-the-box thinking
 - C. It helps teams to identify and challenge assumptions
 - D. All of the above
- 30 What are some challenges that organizations may face when using design thinking for strategic innovation?
- A. Resistance to change and a lack of resources
 - B. Limited access to user insights and data
 - C. A lack of creativity and innovation within the organization
 - D. All of the above

- 31 What is strategic foresight in the context of design thinking?
- A. The ability to anticipate and plan for future changes in the market or industry
 - B. The ability to identify and solve problems in the present
 - C. The ability to create a vision for the future
 - D. The ability to generate new ideas
- 32 What are some techniques that can be used for sensemaking in the design thinking process?
- A. Brainstorming, prototyping, and testing
 - B. Data analysis, user research, and stakeholder interviews
 - C. Visualization, storytelling, and mapping
 - D. Implementation and learning
- 33 What is maintenance in the context of design thinking?
- A. The process of updating and improving a solution over time
 - B. The process of generating new ideas
 - C. The process of creating a working prototype
 - D. The process of understanding and making sense of complex information and situations
- 34 Why is value redefinition important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To adapt to changing market conditions and user needs
- 35 Why is it important to address extreme competition in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To adapt to changing market conditions and user needs
- 36 How can a focus on addressing extreme competition impact the success of a solution in the design thinking process?
- A. It can improve the solution's effectiveness and usefulness for users over time
 - B. It can increase the solution's appeal to new users
 - C. It can increase customer satisfaction and loyalty
 - D. All of the above
- 37 What are some key principles of design thinking that can be applied to addressing extreme competition?
- A. Empathy, experimentation, and iteration
 - B. Data analysis, problem-solving, and planning
 - C. Creativity, efficiency, and cost-effectiveness
 - D. Scalability, sustainability, and customer satisfaction
- 38 What is experience design in the context of design thinking?
- A. The process of creating a positive experience for users when interacting with a product or service
 - B. The process of updating and improving a solution over time
 - C. The process of generating new ideas
 - D. The process of creating a working prototype

- 39 Why is standardization important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To improve the overall user experience and increase customer satisfaction
- 40 How can standardization be addressed in the design thinking process?
- A. By regularly gathering feedback from users and incorporating it into the solution
 - B. By continuously generating new ideas and testing them
 - C. By establishing and maintaining consistent standards for the product or service
 - D. All of the above
- 41 How can a focus on standardization impact the success of a solution in the design thinking process?
- A. It can improve the solution's effectiveness and usefulness for users over time
 - B. It can increase the solution's appeal to new users
 - C. It can increase customer satisfaction and loyalty
 - D. All of the above
- 42 Why is humanization important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To improve the overall user experience and increase customer satisfaction
- 43 What is a creative culture in the context of design thinking?
- A. A culture that encourages and values creativity and innovation
 - B. A culture that focuses on efficiency and cost-effectiveness
 - C. A culture that emphasizes data analysis and problem-solving
 - D. A culture that prioritizes customer satisfaction and loyalty
- 44 Why is building a creative culture important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To improve the overall user experience and increase customer satisfaction
- 45 How can a focus on building a creative culture impact the success of a solution in the design thinking process?
- A. It can improve the solution's effectiveness and usefulness for users over time
 - B. It can increase the solution's appeal to new users
 - C. It can increase customer satisfaction and loyalty
 - D. All of the above
- 46 What is rapid prototyping in the context of design thinking?
- A. The process of creating a positive experience for users when interacting with a product or service
 - B. The process of updating and improving a solution over time
 - C. The process of generating new ideas
 - D. The process of quickly creating a physical or digital model of a product or service to test and refine idea

- 47 Why is rapid prototyping important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To improve the overall user experience and increase customer satisfaction
- 48 How can rapid prototyping be used in the design thinking process?
- A. To test and refine ideas for a product or service
 - B. To gather feedback from users and incorporate it into the solution
 - C. To continuously generate new ideas and test them
 - D. All of the above
- 49 How can a focus on rapid prototyping impact the success of a solution in the design thinking process?
- A. It can improve the solution's effectiveness and usefulness for users over time
 - B. It can increase the solution's appeal to new users
 - C. It can increase customer satisfaction and loyalty
 - D. All of the above
- 50 What is strategy in the context of design thinking?
- A. The process of creating a positive experience for users when interacting with a product or service
 - B. The process of updating and improving a solution over time
 - C. The process of generating new ideas
 - D. The process of planning and making decisions about the direction and long-term goals of a project or organization
- 51 Why is strategy important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To improve the overall user experience and increase customer satisfaction
- 52 How can strategy be addressed in the design thinking process?
- A. By regularly gathering feedback from users and incorporating it into the solution
 - B. By continuously generating new ideas and testing them
 - C. By aligning the direction and goals of the project or organization with the needs and values of users and stakeholders
 - D. All of the above
- 53 How can a focus on strategy impact the success of a solution in the design thinking process?
- A. It can improve the solution's effectiveness and usefulness for users over time
 - B. It can increase the solution's appeal to new users
 - C. It can increase customer satisfaction and loyalty
 - D. All of the above
- 54 Why is business model design important in the design thinking process?
- A. To ensure that the solution remains useful and effective for users over time
 - B. To generate new ideas and stay ahead of competitors
 - C. To create a working prototype
 - D. To improve the overall user experience and increase customer satisfaction

- 55 How can business model design be addressed in the design thinking process?
- A. By regularly gathering feedback from users and incorporating it into the solution
 - B. By continuously generating new ideas and testing them
 - C. By defining and shaping the way a company or organization creates, delivers, and captures value
 - D. To continuously generate new ideas and test them
- 56 How can a focus on business model design impact the success of a solution in the design thinking process?
- A. It can improve the solution's effectiveness and usefulness for users over time
 - B. It can increase the solution's appeal to new users
 - C. It can increase customer satisfaction and loyalty
 - D. To generate new ideas and stay ahead of competitors
- 57 What is the empathize phase in the context of a design thinking workshop?
- A. The phase in which participants generate and test ideas
 - B. The phase in which participants define the problem they are trying to solve
 - C. The phase in which participants create a prototype of their solution
 - D. The phase in which participants seek to understand the needs, feelings, and experiences of the users they are designing for
- 58 Why is the empathize phase important in a design thinking workshop?
- A. It helps participants generate ideas and stay ahead of competitors
 - B. It allows participants to create a prototype of their solution
 - C. It helps participants define the problem they are trying to solve
 - D. It ensures that the solution being developed meets the needs and addresses the pain points of the intended users
- 59 How can the empathize phase be addressed in a design thinking workshop?
- A. By generating and testing ideas
 - B. By defining the problem
 - C. By creating a prototype of the solution
 - D. By conducting user research, such as interviews and observations, to gather insights about the intended users
- 60 What is the ideate phase in the context of a design thinking workshop?
- A. The phase in which participants generate and test ideas
 - B. The phase in which participants define the problem they are trying to solve
 - C. The phase in which participants create a prototype of their solution
 - D. The phase in which participants seek to understand the needs, feelings, and experiences of the users they are designing for
- 61 Why is the ideate phase important in a design thinking workshop?
- A. It helps participants generate ideas and stay ahead of competitors
 - B. It allows participants to test and refine their solution to ensure that it meets the needs and addresses the pain points of the intended users
 - C. It helps participants define the problem they are trying to solve
 - D. It ensures that the solution being developed is feasible and viable
- 62 How can the ideate phase be addressed in a design thinking workshop?
- A. By generating a wide variety of ideas and using techniques such as brainstorming and lateral thinking
 - B. By defining the problem
 - C. By creating and testing a prototype of the solution
 - D. By conducting user research, such as interviews and observations, to gather insights about the intended users

- 63 Why is it important to prototype early in the design thinking process?
- A. to save time and resources
 - B. to test and validate assumptions about the problem and solution
 - C. to get feedback and make adjustments before investing too much time and resources
 - D. all of the above
- 64 What is the purpose of testing in the design thinking process?
- A. to validate the feasibility and effectiveness of ideas and solutions
 - B. to identify areas for improvement and iteration
 - C. to gather feedback and insights from users
 - D. all of the above
- 65 Why is it important to test early in the design thinking process?
- A. to save time and resources
 - B. to validate assumptions about the problem and solution
 - C. to get feedback and make adjustments before investing too much time and resources
 - D. all of the above
- 66 What is innovation?
- A. the act of introducing something new or different
 - B. the process of improving existing products, processes, or systems
 - C. the application of new ideas or approaches to solve problems
 - D. all of the above
- 67 What is design thinking?
- A. a structured approach to problem-solving that emphasizes empathy for the user and rapid prototyping
 - B. a method for generating ideas through brainstorming sessions
 - C. a tool for analysing market trends and consumer behaviour
 - D. by providing resources and support for innovation efforts
- 68 What are some examples of successful innovation?
- A. the creation of the personal computer
 - B. the development of the internet
 - C. the introduction of the smartphone
 - D. all of the above
- 69 What is a shared model in team-based design?
- A. a model or representation of a system or process that is shared among team members
 - B. a model or representation of a problem or challenge that is shared among team members
 - C. a model or representation of a solution or prototype that is shared among team members
 - D. it helps to ensure that all team members have a common understanding of the problem or challenge
- 70 What is digital collaboration?
- A. the process of working with others in a virtual environment to achieve a common goal
 - B. the use of technology to facilitate communication and coordination among team members
 - C. the use of online tools and platforms to share and access information and resources
 - D. the use of social media to connect with others and share ideas and content

- 72 What are some examples of digital collaboration tools?
- A. video conferencing software
 - B. project management software
 - C. online document sharing and collaboration platforms
 - D. social media platforms
- 73 Why is it important to enable efficient collaboration in digital space?
- A. it allows organizations to leverage the diverse skills and perspectives of team members
 - B. it helps to break down barriers of geography and time
 - C. it enables organizations to be more agile and responsive to changing needs and demands
 - D. it allows organizations to better utilize resources and reduce costs
- 74 How can business process modelling be used in design thinking?
- A. to provide a visual representation of the problem or challenge
 - B. to identify the steps and activities involved in the process
 - C. to clarify assumptions and uncertainties about the process
 - D. to generate and evaluate potential solutions
- 75 What is agile?
- A. a project management approach that emphasizes flexibility, adaptability, and continuous improvement
 - B. a way to plan and prioritize work in a dynamic and fast-paced environment
 - C. a method for managing and tracking project progress and success
 - D. a tool for communicating and collaborating with team members
- 76 How can agile be used in a virtual collaboration environment?
- A. to facilitate flexible and adaptable communication and collaboration among team members
 - B. to prioritize and manage work in a dynamic and fast-paced environment
 - C. to track and measure progress and success in real-time
 - D. to facilitate the exchange of ideas and feedback among team members
- 77 What is scenario-based prototyping?
- A. a process of creating prototypes that are based on realistic scenarios and user interactions
 - B. a way to test prototypes in a controlled and simulated environment
 - C. a method for gathering feedback and insights from users and stakeholders
 - D. a tool for visualizing and communicating design ideas
- 78 What are some examples of tools and techniques that can be used in scenario-based prototyping?
- A. user testing and user interviews
 - B. wireframing and mock-ups
 - C. prototyping software and tools
 - D. all of the above
- 79 What is strategic innovation?
- A. a process of identifying and implementing new and improved ways to achieve business objectives and goals
 - B. a way to create and capture value through new products, services, and business models
 - C. a method for staying competitive and relevant in a fast-paced and dynamic market
 - D. a tool for driving growth and performance
- 80 What is the focus of case studies on design thinking for real-time interaction and analysis?
- A. The process of creating a positive experience for users when interacting with a product or service
 - B. The process of updating and improving a solution over time
 - C. The process of generating new ideas
 - D. The use of design thinking to develop solutions that allow for real-time interaction and analysis

- 81 Why are case studies on design thinking for real-time interaction and analysis important?
- A. They help organizations stay competitive and adapt to changing market conditions
 - B. They improve efficiency and productivity by streamlining processes and eliminating unnecessary steps
 - C. They allow organizations to create solutions that are more user-friendly and intuitive
 - D. They provide examples of how design thinking has been successfully applied to real-time interaction and analysis in different contexts and industries
- 82 What is mvp in the context of product development?
- A. A fully-featured product with all intended functionality
 - B. A product with only the essential features needed to test its viability in the market
 - C. A product with a limited set of features that can be improved upon over time
 - D. A product with a wide range of features and customization options
- 83 Why is mvp important in product development?
- A. It allows the product to be released to market quickly
 - B. It helps reduce the risk of investing too much time and resources into a product that may not be successful
 - C. It allows the product to be fully tested before release
 - D. It ensures that the product has all the features desired by users
- 84 How can mvp impact the success of a product?
- A. It can help the product be released to market quickly
 - B. It can help reduce the risk of investing too much time and resources into a product that may not be successful
 - C. It can allow the product to be fully tested before release
 - D. It can ensure that the product has all the features desired by users
- 85 What is an innovation in the context of business or technology?
- A. A new product or service that significantly improves upon existing solutions
 - B. A new process or method that increases efficiency and productivity
 - C. A new business model that disrupts traditional ways of operating in an industry
 - D. A new marketing campaign that increases brand awareness
- 86 Why is innovation important in business or technology?
- A. It allows companies to stay competitive and adapt to changing market conditions
 - B. It improves efficiency and productivity by streamlining processes and eliminating unnecessary steps
 - C. It allows companies to create solutions that are more user-friendly and intuitive
 - D. It helps companies differentiate themselves from their competitors
- 87 How can innovation be fostered in a company or organization?
- A. By providing employees with training and resources to encourage creative thinking
 - B. By promoting a culture of experimentation and risk-taking
 - C. By encouraging collaboration and cross-functional teamwork
 - D. By gathering and acting upon customer feedback
- 88 How can innovation impact the success of a company or organization?
- A. It can improve the company's ability to adapt to changing market conditions
 - B. It can increase efficiency and productivity by streamlining processes and eliminating unnecessary steps
 - C. It can improve the user experience of products and services offered by the company
 - D. It can help the company differentiate itself from its competitors

- 89 How can the empathize step of design thinking be applied to address a business challenge of extreme competition?
- A. By understanding the motivations and needs of competitors
 - B. By understanding the motivations and needs of customers
 - C. By understanding the motivations and needs of employees
 - D. By understanding the motivations and needs of shareholders
- 90 How can the define step of design thinking be applied to address a business challenge of extreme competition?
- A. By identifying the root cause of the competition
 - B. By identifying the customer's problem or pain point
 - C. By identifying the business's strengths and weaknesses
 - D. By identifying the business's goals and objectives
- 91 How can the ideate step of design thinking be applied to address a business challenge of extreme competition?
- A. By generating a large number of ideas for how to differentiate the business from competitors
 - B. By generating a large number of ideas for how to improve the customer experience
 - C. By generating a large number of ideas for how to increase efficiency and productivity
 - D. By generating a large number of ideas for how to increase profits
- 92 How can the prototype step of design thinking be applied to address a business challenge of extreme competition?
- A. By testing and refining ideas for differentiating the business from competitors
 - B. By testing and refining ideas for improving the customer experience
 - C. By testing and refining ideas for increasing efficiency and productivity
 - D. By testing and refining ideas for increasing profits
- 93 How can the test step of design thinking be applied to address a business challenge of extreme competition?
- A. By collecting and analysing data on the effectiveness of the prototypes in differentiating the business from competitors
 - B. By collecting and analysing data on the effectiveness of the prototypes in improving the customer experience
 - C. By collecting and analysing data on the effectiveness of the prototypes in increasing efficiency and productivity
 - D. By collecting and analysing data on the effectiveness of the prototypes in increasing profits
- 94 What is the primary goal of a design thinking workshop?
- A. To teach attendees the steps of the design thinking process
 - B. To help attendees develop creative problem-solving skills
 - C. To provide attendees with a deep understanding of design thinking principles and practices
 - D. To help attendees develop a specific product or solution
- 95 How is a design thinking workshop structured?
- A. As a lecture or presentation
 - B. As a hands-on, experiential learning session
 - C. As a discussion or debate
 - D. As a networking event
- 96 What is the primary goal of a live project using the design thinking approach?
- A. To apply the design thinking process to a real-world problem or challenge
 - B. To develop a specific product or solution
 - C. To teach team members the steps of the design thinking process
 - D. To develop a business plan

- 97 What company is known for using design thinking to create innovative products and services in the healthcare industry?
A. Apple B. Google C. Idea D. Philips
- 98 Which company uses design thinking to focus on the customer experience and design products that are easy to use and aesthetically pleasing?
A. IBM B. Nike C. Microsoft D. Apple
- 99 Which company is known for using design thinking to create innovative products and services in the financial industry?
A. JPMorgan chase B. Goldman Sachs C. Wells Fargo D. Bank of America
- 100 What company uses design thinking to create innovative products and services in the automotive industry?
A. Toyota B. Ford C. General Motors D. Volkswagen

MODEL QUESTION PAPER