USN | | | | | | | | | | Course Code | 2 | 2 | I | D | T | 2 | 8

Second Semester B.E. Degree Examinations, Sept/ Oct 2023
INNOVATION & DESIGN THINKING

Duration: 1 hr   (Common to all Branches)   **Max. Marks: 50**

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   Question

1   What Tool Is Used To Understand The Thoughts, Feelings, And Behaviors Of Users In Design Thinking?
     A. Empathy Mapping   B. Mind Mapping   C. Story Boarding   D. Sketching

2   What Method Is Used To Gather Feedback On A Prototype Or Solution In Design Thinking?
     A. Empathy Mapping   B. Mind Mapping   C. Story Boarding   D. User Testing

3   What Are Interactive Visual Representations That Simulate How A Solution Would Work In A Real-World Scenario Called ?
     A. Mind Maps   B.Info Graphics   C. Sketching   D. Prototypes

4   Journey Maps Are Often Used During Which Stage Of The Design Thinking Process?
     A. Defining The Problem   **B.** Ideating Solutions   **C.** Testing And Refining Solutions   **D.**Prototyping

5   What Tool Is Used To Analyze The Activities That A Company Performs To Create And Deliver A Product Or Service?
     Value Chain Analysis   **B.** Empathy Mapping   **C.** Journey Mapping   **D.** Pest Analysis

6   Value Chain Analysis Is Most Useful At Which Stage Of Design Thinking?
     A. Empathizing With Users   B. Defining The Problem
     C. Ideating Solutions   D. Prototyping And Testing

7   What Tool Is Used To Visually Organize And Brainstorm Ideas In Design Thinking?
     A. Mind Maps   B. Empathy Maps   C. Journey Maps   D. Pest Analysis

8   Mind Maps Are Most Useful In Which Stage Of The Design Thinking Process?
     A. Empathizing With Users   B.Defining The Problem
     C . Ideating Solutions   D.Prototyping And Testing

9   What Is The Key Aspect Of The Rapid Concept Development Process?
     a. Precision And Accuracy   **B.** Flexibility And Speed   **C.** Detailed Planning   **D.**User Research

10   Which Of The Following Is Not A Step In The Design Thinking Process?
     A.Empathize   B.Implement   C.Ideate   D.Evaluate

11   Which Of The Following Is Not A Tool For Enabling Collaboration In Digital Design Spaces?
     A.Virtual Reality   B. Online Project Management Software
     C. Email   D. Face To Face Meetings

12   What Are Some Examples Of Asynchronous Communication Tools?
     A.Email   B. Instant Messaging   C. Video Conferencing   D. Face-To-Face Meetings

13   How Can Visual Feedback Be Used To Improve The Design Process?
     a. By Encouraging Individual Creativity   B. By Creating A Shared Vision And Goals
     C. By Implementing A Rigid Structure   D. By Limiting Access To Design Tools

14   What Are Some Examples Of Real-Time Collaboration Tools?
     a. Email   **B.** Instant Messaging   **C.** Video Conferencing   **D.** Sketching & Wire Framing Tools

Note: (**RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI - Performance Indicator**)

15   How Can Writing A Personal Sticky Note Be Used To Improve Personal Understanding Of The Design Process?
      a. By Encouraging Individual Creativity
      B. By Fostering Open Communication And Discussion
      C. By Implementing A Rigid Structure
      D. By Making It Easy For Team Members To See And Understand Ideas
16   What Is The Main Goal Of Design Thinking In Information Technology?
      A. Efficiency   B. Innovation   C. Cost-Effectiveness   D. All Of The Above
17   What Are The Five Stages Of The Design Thinking Process In It?
      A. Empathize, Define, Ideate, Prototype, Test   B. Research, Analyze, Create, Develop, Launch
      C. Plan, Design, Build, Test, Deploy   D. Gather, Evaluate, Implement, Verify, Launch
18   Who Are The End-Users Of The Design Thinking Process In It?
      a. Management   B. Employees   C. Customers   D. All Of The Above
19   What Is The Key Principle Of Agile In Virtual Collaboration Environment?
      a. Adaptability   B. Flexibility   C. Predictability   D. Control
20   What Is The Role Of The Customer In Agile Virtual Collaboration Environment?
      A. To Provide Requirements   B. To Sign Off The Deliverable
      C. To Participate In Decision Making   D. To Be Informed Of Progress
21   Which Of The Following Is Not A Characteristic Of Design Thinking For Strategic Innovation?
      A. Human-Centered   B. Creative   C. Incremental   D. Iterative
22   What Is The Primary Goal Of Design Thinking For Strategic Innovation?
      A. To Solve Complex Problems   B. To Maximize Profits
      C. To Increase Efficiency   D. To Reduce Costs
23   What Is The First Step In The Growth Design Thinking Process?
      A. Empathize   B. Ideate   C. Define   D. Prototype
24   Which Of The Following Is Not A Key Element Of Growth Design Thinking?
      A. Experimentation   B. Customer Feedback
      C. Incremental Improvement   D. Process Standardization
25   Which Of The Following Is Not An Important Element Of A Good Story In Design Thinking?
      A) A Clear Message   B) A Relatable Protagonist   C) A Complex Plot   D) An Emotional Connection
26   Which Design Thinking Phase Is Most Closely Related To Storytelling?
      A) Empathy   B) Define   C) Ideate   D) Prototype
27   Which Design Thinking Method Is Most Closely Related To Storytelling?
      A) Mind Mapping   B) Brainstorming   C) Visualization   D) Story Boarding
28   Which Of The Following Is A Benefit Of Using Storytelling In Design?
      A. Increased Complexity Of The Design   B. Better Communication Of The Design'S Features
      C. More Efficient Design Process   D. Increased Cost Of The Design
29   Which Of The Following Is A Key Element Of Effective Design Storytelling?
      A. Use Of Technical Jargon   B. Linear And Predictable Storyline
      C. Detailed Descriptions Of The Design'S Features   D. A Strong Central Character
30   What Is The Goal Of Using Storytelling In Design For A Business?
      A. To Make The Design More Complex   B. To Make The Design Less Accessible To Users
      C. To Increase Brand Recognition And Sales   D. To Increase Production Costs
31   What Is Gamification In The Context Of Design Thinking?
      A) The Use Of Game Design Principles In Non-Game Contexts
      B) The Use Of Design Thinking Principles In Game Development
      C) The Use Of Virtual Reality In Design Thinking
      D) The Use Of Agile Methodology In Game Design
32   What Is The Purpose Of Using Symbolism In Design Thinking?
      A) To Make The Design More Visually Appealing
      B) To Create A Stronger Emotional Connection With Users
      C) To Speed Up The Design Process
      D) To Reduce Costs Associated With Prototyping
33   Which Of The Following Design Thinking Methods Is Most Closely Related To Symbolism?
      A) Ideation   B) Prototyping   C) User Research   D) Storytelling
34   Which Of The Following Is An Example Of A Symbol Commonly Used In Design?
      A) A Picture Of A Smiling Person   B) A Bar Chart Showing Data Trends
      C) A List Of Bullet Points   D) All Of The Above

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35 How Does Strategic Foresight Differ From Traditional Design Thinking Methods?
    A. It Is More Focused On The Past Than The Future   B. It Emphasizes Intuition Over Data Analysis
    B. It Requires A Different Set Of Skills And Knowledge   D. It Is Less Collaborative And More Individualistic
36 What Is Scenario Planning In Strategic Foresight?
    A. A Method For Generating New Product Ideas   B. A Tool For Analyzing Market Trends
    C. A Process For Creating User Personas   D. A Technique For Exploring Future Possibilities
37 What Is The First Step In The Change Process Of Design Thinking?
    A) Empathy   B) Define   C) Prototype   D) Ideation
38 Which Of The Following Is A Key Element In The Change Process Of Design Thinking?
    A) Linear Thinking   B) Rigid Planning   C) Inflexibility   D) Adaptability
39 What Is The Purpose Of Prototyping In The Change Process Of Design Thinking?
    A) To Validate Assumptions And Gather Feedback   B) To Finalize The Solution
    C) To Impress Stakeholders   D) To Minimize Risk
40 Which Of The Following Is An Example Of A Potential Challenge Related To Maintaining Relevance That A Company May Face?
    A) Low Employee Morale B) High Sales Figures   C) Outdated Technology D) Strong Brand Recognition
41 What Is A Key Benefit Of Maintaining Relevance For A Business?
    A) Improved Employee Satisfaction   B) Increased Customer Loyalty
    C) Reduced Operational Costs   D) More Effective Marketing Campaigns
42 Which Of The Following Is An Example Of A Company That Struggled With Maintaining Relevance In The Past?
    A) Kodak   B) Amazon   C) Tesla   D) Google
43 What Is The Main Focus Of Design Thinking In Redefining Value For A Business?
    A) Creating A Sustainable Business Model   B) Reducing Costs And Increasing Profits
    C) Meeting Customer Needs And Expectations   D) Focusing On Technological Advancements
44 Which Of The Following Is Not An Important Step In The Design Thinking Process For Redefining Value?
    A) Empathy   B) Marketing   C) Prototyping   D) Ideation
45 What Is The Main Benefit Of Using Design Thinking To Redefine Value For A Business?
    A) Increased Profitability   B) Improved Employee Morale
    C) Increased Market Share   D) Improved Customer Satisfaction
46 What Is A Potential Challenge In A Design Thinking Approach For Extreme Competition?
    A) Finding New Distribution Channels   B) Hiring Enough Employees
    C) Building Brand Awareness   D) Adapting To Changing Customer Needs
47 Learning Goals in design thinking workshop are related to
    A. Define learning outcomes   B. Mapping with the problem statement
    C . Understanding culture of the organization   D. Defining learning styles
48 During the design thinking workshop, providing introduction is important to engage participants
    A.True   B. False
49 Collaboration in design thinking for strategic innovation includes
    A. Collaboration with design thinking team   B. Collaboration with design thinking consultant
    B. Collaboration with operation team
    C. Collaboration with all the members of the organization for shared solution for a complex problem
50 Readiness of the organization for strategic innovation means
    A. Changing innovation process in the organization   B. Ready for change in the organization
    C. Ready for change in the capabilities of the organization   D. All of the above

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