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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: IV - THEORY EXAMINATION (2023 - 2024)

Subject: Design Thinking-I

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. The "prototype" phase in design thinking involve: (CO1) 1
- (a) Developing the final product design
 - (b) Testing initial ideas with end-users
 - (c) Conducting market research
 - (d) Analyzing competitors' products
- 1-b. During the define phase of design thinking, what is the primary goal? (CO2) 1
- (a) To create as many ideas as possible
 - (b) To build a prototype
 - (c) To identify and outline the user's problem
 - (d) To market the final product
- 1-c. The following is a benefit of analyzing the socialization process in design: (CO3) 1
- (a) It ensures the product will be profitable
 - (b) It helps understand user behavior and social interactions
 - (c) It guarantees the product will not need updates
 - (d) It speeds up the manufacturing process
- 1-d. Collecting samples and feedback is crucial in design thinking,as: (CO4) 1
- (a) It helps in creating a strong brand image
 - (b) It provides real-world insights that guide the iteration process
 - (c) It is only necessary for digital products

(d)	It determines the CEO's approval	
1-e.	Statement about arguments is true in the context of critical thinking: (CO5)	1
(a)	An argument should avoid clear premises and conclusions	
(b)	Arguments should not be influenced by the thinker's own opinions	
(c)	A strong argument is one that is popular and widely accepted	
(d)	Effective arguments are well-supported with evidence and clear reasoning	
2.	Attempt all parts:-	
2.a.	Identify characteristics that distinguish good design from bad design. (CO1)	2
2.b.	Discuss the role of prototyping in testing design concepts. (CO2)	2
2.c.	Outline approaches to integrate cultural considerations into the design process.(CO3)	2
2.d.	Explain the importance of creating detailed personas in the design process. (CO4)	2
2.e.	Discuss the role of logical fallacies in weakening arguments. (CO5)	2
	<u>SECTION-B</u>	15
3.	Answer any <u>three</u> of the following:-	
3-a.	Evaluate the role of empathy in enhancing product design and user satisfaction. (CO1)	5
3-b.	Explain the iterative nature of the prototyping stage and its impact on product development. (CO2)	5
3-c.	Discuss the impact of user feedback in refining ethical design solutions. (CO3)	5
3-d.	Describe the role of cross-functional collaboration in enhancing the ideation process. (CO4)	5
3.e.	Discuss the significance of nurturing a critical thinking culture in today's data-driven business environment. (CO5)	5
	<u>SECTION-C</u>	30
4.	Answer any <u>one</u> of the following:-	
4-a.	Examine the influence of design thinking on organizational innovation and its ability to respond to market changes. (CO1)	6
4-b.	Discuss the benefits of applying design thinking to develop new product lines in the consumer goods sector. (CO1)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Discuss the benefits of a well-defined problem statement in steering the direction of innovation within teams. (CO2)	6
5-b.	Evaluate the strategic integration of customer journeys in enhancing empathy within the design thinking framework.(CO2)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Describe the role of cultural empathy in enhancing product design for global markets. (CO3)	6

- 6-b. Discuss the significance of fostering ethical decision-making in startups, particularly in industries with significant societal impact like biotechnology. (CO3) 6
7. Answer any one of the following:-
- 7-a. Describe the persona. Also list down the precautions to be taken care while making a persona.(CO4) 6
- 7-b. Outline the process of integrating continuous user feedback into the development cycle of a product. (CO4) 6
8. Answer any one of the following:-
- 8-a. Discuss the importance of logical reasoning in strategic management and its effects on organizational problem-solving. (CO5) 6
- 8-b. Discuss the factors that help fostering innovation in technology companies. (CO5) 6

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