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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 (2025 - 2026)

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:-

- (1.1) In design thinking, what does the term "ideation" refer to: (CO1, K1) 1
- (a) Defining the problem statement
 - (b) Generating creative solutions
 - (c) Building prototypes
 - (d) Testing ideas with end-users
- (1.2) During the define phase of design thinking, what is the primary goal? (CO2, K2) 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
- (1.3) The importance of problem statements in design thinking is: (CO3, K2) 1
- (a) They help in avoiding feedback from users
 - (b) They guide the ideation and development phases by clearly defining the issue
 - (c) They are only used for legal documentation
 - (d) They ensure the product will be technologically advanced
- (1.4) Effective research in the design process should: (CO4, K2) 1
- (a) Focus solely on competitor analysis
 - (b) Help gather insights into user needs and behaviors
 - (c) Be limited to online sources
 - (d) Only include feedback from company executives
- (1.5) In the context of critical thinking, what does it mean to have a valid 1

argument? (CO5, K2)

- (a) The argument is believed by most people
- (b) The argument's conclusion necessarily follows from its premises
- (c) The argument supports the status quo
- (d) The argument is based on a popular opinion

2. Attempt all parts:-

- (2.1) Enumerate the challenges faced during the empathizing phase of design thinking. (CO1, K1) 2
- (2.2) Outline the process of integrating user feedback into the final design. (CO2, K2) 2
- (2.3) Describe the impact of globalization on ethical design practices. (CO3, K2) 2
- (2.4) Describe the role of cross-functional teams in enhancing the ideation process. (CO4, K2) 2
- (2.5) Discuss the steps involved in constructing a well-reasoned argument. (CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Examine the role of user-centered design in enhancing product usability and satisfaction. (CO1, K4) 5
- (3.2) Evaluate the impact of effective communication during the design thinking stages on project outcomes. (CO2, K5) 5
- (3.3) Elaborate on the strategies to manage ethical dilemmas in design projects involving multiple stakeholders. (CO3, K2) 5
- (3.4) Discuss the role of continuous user engagement in refining and finalizing design solutions. (CO4, K2) 5
- (3.5) Describe role of evidence in critical thinking. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) A device creates difficulty for users due to complex features. Apply characteristics of good design to redesign the device. (CO1, K3) 6
- (4.2) A daily-use product lacks efficiency and user satisfaction. Apply features of great design to improve the product. (CO1, K3) 6

5. Answer any one of the following:-

- (5.1) Explain importance of prototyping and testing in product development with a suitable example. (CO2, K2) 6
- (5.2) A device shows usability issues after launch. Create a testing plan to resolve this issue. (CO2, K6) 6

6. Answer any one of the following:-

- (6.1) Describe relationship between empathy and problem solving. Illustrate suitably. (CO3, K2) 6
- (6.2) A community project fails due to cultural misunderstandings. Analyse the process deficiencies. (CO3, K4) 6

7. Answer any one of the following:-

- (7.1) A team struggles to define a clear problem. you are required to draw a facilitation plan to upskill the team in defining the problem statement. (CO4, K6) 6
- (7.2) A product maintenance procedure receives negative feedback from users. Suggest the way out to cope up with this situation. (CO4, K2) 6
8. Answer any one of the following:-
- (8.1) Explain deductive arguments and logical reasoning in detail. Give relevant examples for the same. (CO5, K2) 6
- (8.2) Apply scientific reasoning to improve reliability of a research conclusion that occurs due to lack proper evidence (CO5, K3) 6

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