PAPER ID-310434

Subject Code: KOE077

Roll No: | | | | | | | | | | | | | |

BTECH

(SEM VII) THEORY EXAMINATION 2024-25

DESIGN THINKING

TIME: 3 HRS **M.MARKS: 100**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

Q no.	Question	CO	Level
a.	Define the concept of design.		
b.	What do you mean by innovation?		
c.	What is prosperity?		
d.	What is brainstorming?		
e.	Define the problem statement.		
f.	What is the meaning of iteration in design thinking?		
g.	What is critical thinking?		
h.	Define the term 'Incongruence' in the context of design thinking.		
i.	What is weak argument?		
j.	Define the concept of logical reasoning.		

SECTION B

2. Attempt any *three* of the following: **10 x 3 = 20**

a.	What do you mean by design thinking? Discuss its importance in modern business era.		
b.	Explain actualization and also discuss the gap between desires and actualization.		
c.	Explain 'personas' with examples.		
d.	Discuss the characteristics of critical thinkers.		
e.	Discuss the various obstacles of critical thinking.		

SECTION C

3. Attempt any *one* part of the following: **10 x 1 = 10**

a.	What are the characteristics wicked problems? Give the various ways to solve them.		
b.	Differentiate between creativity and innovation.		

4. Attempt any *one* part of the following: **10 x 1 = 10**

a.	Discuss customer journey Map with example.		
b.	Explain Empathy mapping with examples		

5. Attempt any *one* part of the following: **10 x 1 = 10**

a.	Explain the double diamond approach of design thinking.		
b.	Explain different methods of ideation.		

6. Attempt any *one* part of the following: **10 x 1 = 10**

a.	Differentiate between critical thinking and traditional thinking.		
b.	Explain five pillars of critical thinking.		

7. Attempt any *one* part of the following: **10 x 1 = 10**

a.	'Arguments are claims backed by reasons that are supported by evidence'. Discuss.		
b.	Explain the various types of arguments with examples.		