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MBA
(SEM I) THEORY EXAMINATION 2023-24
DESIGN THINKING

TIME: 3HRS**M.MARKS: 50****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.**

Q no.	Question	Marks
a.	Describe the term Empathy.	2
b.	Contrast between creativity and innovation.	2
c.	Identify the characteristics of Design Thinkers.	2
d.	Describe the term Reverse brainstorming.	2
e.	List the term Desk research.	2
f.	Quote the meaning of Think aloud.	2
g.	Identify the importance of feedback of customers in DT.	2
h.	Give the need for brainstorming in an agile project.	2
i.	Discuss the use of design thinking in branding.	2
j.	Define rapid prototyping.	2

SECTION B**2. Attempt any three of the following:**

a.	Discuss the process of Deliberate creativity.	10
b.	Explain in detail the design thinking process with the help of diagram.	10
c.	Infer with an example how as design thinker you would solve the problem of plastic waste utilization.	10
d.	Examine the meaning of customer journey mapping and how it helps in identifying the problem.	10
e.	Evaluate the impact of design thinking in any business organization of your choice	10

SECTION C**3. Attempt any one part of the following:**

a.	Differentiate between Convergent and Divergent Thinking.	10
b.	Apply the connect between design thinking and Lord Buddha four noble truths.	10

4. Attempt any one part of the following:

a.	Illustrate the tools used during Empathy stage in design thinking.	10
b.	Illustrate the role of innovation and creativity in Organizations.	10

5. Attempt any one part of the following:

a.	Apply the implementation process in driving Innovation.	10
b.	Analyze the four stages used in Double Diamond Model.	10

6. Attempt any one part of the following:

a.	Integrate the difference between the Discover and Develop stages.	10
b.	Demonstrate with suitable examples how design thinking help you solve your problems of life.	10

7. Attempt any one part of the following:

a.	Use IBM approach to illustrate the process of Design Thinking.	10
b.	Discuss the importance of design thinking in Education Sector.	10