PAPER ID-311296

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Subject Code: KMBN106

Roll No:

MBA
(SEM I) THEORY EXAMINATION 2020-21
DESIGN THINKING

Time: 3 Hours *Total Marks: 100*

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

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

a.	What do you mean by design thinking?
b.	Define the term 'innovation'.
c.	What is the meaning of iteration in design thinking?
d.	What do you mean by empathy?
e.	What is lateral thinking?
f.	What is administrative innovation?
g.	How design thinking is beneficial in digital age?
h.	Define the term 'ideate'.
i.	How can you represent your brand using design thinking?
j.	What do you mean by agile project?

SECTION B

2. Attempt any *three* of the following: **10x3=30**

a.	"Innovation is the basis of all competition advantages". Comment.
b.	Explain the various elements of innovation.
c.	What are the major obstacles of design thinking these days? Discuss.
d.	"Creative thinking and problem solving are essential skills of professional development". Illustrate
e.	How design thinking works within a product development process? Explain.

SECTION C

3. Attempt any *one* part of the following: **10x1=10**

a.	"Design thinking is human centric". Discuss.
b.	Differentiate between creativity and innovation.

4. Attempt any *one* part of the following: **10x1=10**

a.	Briefly explain all the phases of design thinking process.
b.	Discuss the various benefits of design thinking.

5. Attempt any *one* part of the following: **10x1=10**

a.	Discuss the role of design thinking in healthcare sector.
b.	How design thinking helped financial sector to gain the consumers' trust? Discuss.

6. Attempt any *one* part of the following: **10x1=10**

a.	Evaluate the factors that determine the level of innovation in an Industry.
b.	How pharmaceutical sector solve the problems by using design thinking? Explain.

7. Attempt any *one* part of the following: **10x1=10**

a.	Briefly explain the role of design thinking in banking sector.
b.	Discuss IBM approach of design thinking.

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