MBA

(SEM I) THEORY EXAMINATION 2021-22
DESIGN THINKING

Time: 3 Hours *Total Marks: 100*

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

Section-A (10X2=20)

Q. No.		Question	Marks	CO
1.	a	Determine Cognitive Creativity.	2	1
	b	Examine the term Innovation.	2	1
	c	Show the characteristics of Design Thinkers.	2	1
	d	Apply the meaning of Divergent Thinking.	2	1
	e	Examine the term Personas.	2	2
	f	Infer the meaning of Mind Mapping.	2	2
	g	Outline the term Empathy.	2	2
	h	Infer the need of brainstorming in design thinking.	2	3
	i	Analyse the statement Design thinker need to work in team.	2	3
	j	Infer the meaning of Prototype.	2	3

Section-B

Attempt any *TWO* of the following: (15X2=30)

Q. No.	Case Analysis Arun a B.Tech student with an MBA degree as well, One day noticed that around his place there were heaps of plastic bottles. Arun was very upset with the entire thing and wanted to remove the plastic bottles as he was aware of the hazardous effects of the plastic to environment. An innovative idea came to his mind to come up with a recycling machine which would reduce the plastic waste to 80%. He wanted to build the machine, but the cost incurred on the same was huge, so he borrowed money from his parents which was not sufficient. In order to encourage the public, he had another idea in his mind. He thought of providing money to the ones who come up with plastic bottles which would help him serve the purpose of reducing the plastic waste.	Marks	CO
2	Generate the importance of being creative and following innovation with possible differences.	15	1
3	Integrate the guidelines to be followed during all the design thinking steps.	15	2
4	Derive as design thinkers the steps Arun can take to come up with the product.	15	3

Section-C (5X10=50)

Attempt all of the following

Q. No.	Question	Marks	CO
5	Illustrate the role of innovation and creativity in Organizations. OR Analyse the implementation process in driving Innovation	10	1
6	Illustrate the role of design thinking in Health Sector. OR Analyse among service industry the one company which uses design thinking.	10	2
7	Infer the advantages of Design Thinking in Retail sector with an example. OR	10	2

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	Analyse the use of Design Thinking Process in Service sector.		
8	Design a strategy if as a business you fail during prototype stage what steps you would take afterwards.	10	3
	OR		
	Integrate the difference between Empathy and Prototype stage.		
9	Generate the use of design thinking in Education Sector.	10	3
	OR		
	Design a strategy if you want to start a business with an innovative idea.		

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