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Sub Code: KMBN-106
Roll No.

MBA
(SEM I) THEORY EXAMINATION 2022-23
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 is innovation?
(b) What is creative thinking?
(c) Define the concept of Design thinking?
(d) What is convergent thinking?
(e) Why a good design is simple to understand?
(f) What is meant hy wicked problems?
(g) What is empathy?
(h) What is brainstorming?
(i) What is prototype?
(j) What is the meaning of User's mapping?

SECTION B

2. Attempt any *two* of the following: 15x2=30

CASE STUDY

GCPL is one of the Indian companies that are using design thinking. GCPL calls this organizational thinking ' Antevasin', one foot rooted in where they come from and the other foot constantly moving towards innovation and creativity through consumers' empathy and ideation. The company has used the tools of empathy, rapid prototyping and visualization to reimaging the brands such as Cinthol and good knight to create new ones and increase in sales. Today, Cinthol has adopted effeetive new marketing strategy and moved away from celebrity endorsement to focus on consumers' experience and by understanding their behavior towards freshness, deodorization and skin care. GCPL has set up some booths equipped with virtual reality headsets that enable consumers from these areas to experience the freshness of Cinthol. People can wear headsets and immerse their sense into a lemony fresh world.

(a) Illustrate the consumers' meaningful connection to Cinthol.
(b) Discuss the effectiveness of ' Antevasin' thinking of GCPL.
(c) Suggest the company for better utilization of Design thinking Process.

SECTION C

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

(a) Differentiate between innovation and creativity.
(b) Explain briefly the design thinking process.

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

(a) Discuss Empathy mapping with example.

(b) How consumer's persona helps in design thinking?

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

(a) How Design thinking is important in social innovation? Discuss.

(b) "Design thinking is problem solving approach". Discuss

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

(a) Discuss the SCAMPER approach of ideation.

(b) Explain The different ways to define the problem statement.

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

(a) How Design thinking can be applied in Hospital Industry? Discuss.

(b) Discuss the application of each step of Design thinking in education sector.

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