Paper Code:NSMVC5301

School of Management, BBD University

Program: BBA Sem:III

Second Sessional Test Paper Odd Sem (2024-25)

Subject: Creativity & Design Thinking

Time: 60 Minutes Max. Marks: 30

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following: [5*1 = 5]

a) Define the term Case Study
b) Define the term workshop.
c) What do you understand by Infrastructre
d) What is health industry
e) Define the term Finance

SECTION-B

Q.No.2. Attempt *any Two* of the following: [7.5*2 = 15]

a) Briefly discuss the stages involved in the design thinking process.
b) Write a short note on case study
c) What is the role of design thinking in the education sector
d) Explore the design thinking process in finance, emphasizing its applicatio and key steps.

SECTION-C

Q. No. 3. Attempt any *One of* the following: [10*1 = 10]

a) Explain the uses and principles of workshop.
b) Explore the role of design thinking in healthcare, highlighting importance and benefits.
c) Discover the fundamentals of design thinking, its misconceptions, and role in innovation.