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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**B.Tech**

**SEM: V - THEORY EXAMINATION (2023 - 2024)**

**Subject: Design Thinking-II**

**Time: 3 Hours**

**Max. Marks: 100**

**General Instructions:**

**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION-A**

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1. Attempt all parts:-

- 1-a. McDonald's found: (CO1) 1
- (a) A disproportionate number of milkshakes were sold before 8:00 a.m.
  - (b) The people who bought milkshakes were almost always alone.
  - (c) They almost never bought anything other than a milkshake.
  - (d) All of the above
- 1-b. \_\_\_\_\_ is a great way to come with a plenty of ideas that you would not be able to generate by just sitting down with a pen and paper. (CO1) 1
- (a) Discovery
  - (b) Brainstorming
  - (c) Conflict
  - (d) Theory of Prioritization
- 1-c. Design thinking principles are: (CO2) 1
- (a) Last 2% is 200%
  - (b) Prioritize 10 / 100 / 1000 grams
  - (c) Less is More
  - (d) All of the above
- 1-d. O in SWOT refers to (CO2) 1
- (a) Opportunities
  - (b) Overview

- (c) Opaque
- (d) None of the above
- 1-e. Which of the following is not a software validation tool. (CO3) 1
- (a) google jamboard
- (b) sprintbase
- (c) mural
- (d) CATWOE
- 1-f. Guerrilla research is a quick and .....way of learning about and understanding experiences (CO3) 1
- (a) low cost
- (b) high cost
- (c) different
- (d) boring
- 1-g. Tuckman propounded the model for: (CO4) 1
- (a) Group behaviour
- (b) General management
- (c) Effective communication
- (d) Team building
- 1-h. In DMAIC, "C" stands for: (CO4) 1
- (a) Control
- (b) Compare
- (c) Collect
- (d) Confirm
- 1-i. In the Johari Window, the things that we know about ourselves and keep to ourselves represent our (CO5) 1
- (a) blind self.
- (b) unknown self
- (c) hidden self.
- (d) open self.
- 1-j. Which is NOT a reason why people join group? (CO5) 1
- (a) Knowledge
- (b) Status
- (c) Safety
- (d) Power
2. Attempt all parts:-
- 2.a. List the Five Stages of Design Thinking. (CO1) 2
- 2.b. Discuss 10-100-1000 gm law of design thinking. (CO2) 2
- 2.c. Define reactive feedback. (CO3) 2

- 2.d. Describe the transformational leadership style. (CO4) 2
- 2.e. Explain Kumati as Wrong sensory knowledge. (CO5) 2

### **SECTION-B**

30

3. Answer any five of the following:-

- 3-a. Elaborate the following term as per wheel of life: (1) Spiritual (2) Physical (CO1) 6
- 3-b. Illustrate the case study on Gillette. (CO1) 6
- 3-c. Briefly explain the prototyping mindset. (CO2) 6
- 3-d. Discuss the check-list for designing a good minimum viable product. (CO2) 6
- 3.e. Describe the elements of storytelling proposed by Aristotle. (CO3) 6
- 3.f. Give your opinion about the need of innovation for the development. (CO4) 6
- 3.g. Prove that Human is a Co-existence of Self and Body. (CO5) 6

### **SECTION-C**

50

4. Answer any one of the following:-

- 4-a. List the advantages of creativity in any organization. (CO1) 10
- 4-b. Briefly explain the following term: (1) Observation (2) Interviews (3) Immersion (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain the case study of the Career Buddy in details. (CO2) 10
- 5-b. Discuss the importance of garnering user feedback for revisiting brainstormed ideas. (CO2) 10

6. Answer any one of the following:-

- 6-a. Describe in detail the stratified and cluster sampling methods. (CO3) 10
- 6-b. Explain the importance of observation in design thinking. (CO3) 10

7. Answer any one of the following:-

- 7-a. Enumerate and explain certain factors to enhance the productivity of a company for which you have appointed as consultant. (CO4) 10
- 7-b. Critically apprise the capacity levers in reference to persona of a leader. (CO4) 10

8. Answer any one of the following:-

- 8-a. Explain the category of the theory of the knowledge (Gyan). (CO5) 10
- 8-b. Shifting the thinking is the answer of every problem justify it. (CO5) 10