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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: I - THEORY EXAMINATION (2023-2024)

Subject: **Innovation, Entrepreneurship and Design Thinking**

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**

20

1. Attempt all parts:-

1-a. Turning an idea into widespread use is known as: (CO1)

1

(a) Innovation

(b) Invention

(c) Creativity

(d) Can not say

1-b. Launch of Reliance JIO 4G in 2016 as an innovation can be seen as. (CO1)

1

(a) Incremental

(b) Disruptive

(c) Adjacent

(d) None of these

1-c. Trust is defined as. (CO2)

1

(a) No doubt on intention

(b) Right evaluation

(c) Under evaluation

(d) Otherwise evaluation

1-d. Needs of the self can be fulfilled with physio-chemical substances.(CO2)

1

(a) Never

(b) Always

(c) Always & Only

- (d) Can not say
- 1-e. \_\_\_\_\_ is Depth in Knowledge Cluster. [CO3] 1
- (a) Expertise
  - (b) Perspective
  - (c) Skill
  - (d) Alignment
- 1-f. Design mind is having a \_\_\_\_\_ mindset. [CO3] 1
- (a) 3-Dimensional
  - (b) 1-Dimensional
  - (c) 2-Dimensional
  - (d) None of the above
- 1-g. User Journey Map helps you to. (CO4) 1
- (a) Understand the touch points and pain points of the user
  - (b) Iterate, iterate, iterate
  - (c) Identify the users' credibility, expertise and skills
  - (d) Testing the solution
- 1-h. Experimentation refers to- (CO4) 1
- (a) This is the process of moving through iterations of the design and not being afraid to revisit previous iterations if the current one isn't satisfactory.
  - (b) Be able to overturn commonly held beliefs, assumptions or norms in order to re-think conventional approaches.
  - (c) Be able to connect seemingly unrelated concepts, attributes or themes in order to create new possibilities.
  - (d) Be able to switch how you see, understand, and extend thinking as new input gets generated.
- 1-i. Testing in the hands of customers is known as: (CO5) 1
- (a) Alpha Testing
  - (b) Beta Testing
  - (c) Priority Testing
  - (d) None of these
- 1-j. Testing mindset consists of: (CO5) 1
- (a) Willingness to think critically
  - (b) Question assumptions
  - (c) Testing with a problem-solving mindset
  - (d) All mentioned
2. Attempt all parts:-
- 2.a. Define the term Innovation. (CO1) 2
- 2.b. Discuss the justice view of ethical behaviour.(CO2) 2

- 2.c. Explain perspective element of SEPIA. (CO3) 2
- 2.d. Explain Mural. (CO4) 2
- 2.e. Explain the iterative forward and backward thinking.(CO5) 2

### **SECTION-B**

30

3. Answer any five of the following:-

- 3-a. Explain the term creativity. (CO1) 6
- 3-b. Describe the strategic foresight. Discuss its role in innovation. (CO1) 6
- 3-c. Examine and write about yourself as co-existence of self and body. (CO2) 6
- 3-d. How effective brainstorming session can be conducted?(CO2) 6
- 3.e. Describe the five frictional forces. (CO3) 6
- 3.f. Contrast between Sketch and Prototype. (CO4) 6
- 3.g. Discuss the concept of usability testing. (CO5) 6

### **SECTION-C**

50

4. Answer any one of the following:-

- 4-a. Describe the principles of innovation in detail. (CO1) 10
- 4-b. Differentiate between innovation and creativity. Enumerate the factors that foster innovation. (CO1) 10

5. Answer any one of the following:-

- 5-a. Describe the importance of ethical behaviour in society.(CO2) 10
- 5-b. Describe the empathy map and its application.(CO2) 10

6. Answer any one of the following:-

- 6-a. Imagine yourself Education Minister of India and propose a solution to expose and help grow unique and untapped talents of children in rural India. Also mention about challenges, doubt and vulnerabilities you might have faced during the journey. [CO3] 10
- 6-b. "Focus on the subject not the object" Comment. [CO3] 10

7. Answer any one of the following:-

- 7-a. Describe the root cause analysis. Suggest some tools that help in root cause analysis. (CO4) 10
- 7-b. Explain the methods involved in ideation session. (CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss the guidelines for conducting a test of prototype. Explain the importance of testing also. (CO5) 10
- 8-b. Describe various testing methods used for prototype testing. (CO5) 10