

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY ,GREATER NOIDA**(An Autonomous Institute Affiliated to AKTU, Lucknow)****MASTER OF BUSINESS ADMINISTRATION (MBA)****(SEM: 1 Theory Examination (2020-2021))****SUBJECT : DESIGN THINKING****Time: 3 Hours****Max. Marks:100****General Instructions:**

- All questions are compulsory. Answers should be brief and to the point.
- This Question paper consists of 03 pages & 32 questions.
- It comprises of three Sections, A, B, and C. You are to attempt all the sections.
- **Section A** - Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
- **Section B** - Question No-3 is Long answer type -I questions with external choice carrying 6 marks each. You need to attempt any five out of seven questions given.
- **Section C** - Question No. 4-8 are Long answer type -II (within unit choice) questions carrying 10 marks each. You need to attempt any one part a or b.
- Students are instructed to cross the blank sheets before handing over the answer sheet to the invigilator.
- No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION – A

- | | | | |
|-----------|--|------------------|-------------------|
| 1. | Choose the correct answer- | [10×1=10] | |
| | a. Correct order of the process of design thinking. | (1) | CO
CO1 |
| | 1. Understand, draw, ideate, create, test | | |
| | 2. Empathise, ideate, create, understand, draw | | |
| | 3. Empathise, define, ideate, prototype, test | | |
| | 4. Understand, define, produce, ideate, try | | |
| | b. Creative thinking is a linear process. | (1) | CO1 |
| | 1. True | | |
| | 2. False | | |
| | 3. Can't say | | |
| | 4. Information inadequate | | |
| | c. Innovation helps in- | (1) | CO1 |
| | 1. Data Analytics | | |
| | 2. Route Job | | |
| | 3. Job description | | |
| | 4. Increased efficiency | | |
| | d. In SCAMPER technique, the meaning of C is - | (1) | CO4 |
| | 1. Combine | | |
| | 2. Collect | | |
| | 3. Communicate | | |
| | 4. Coordinate | | |
| | e. Lateral thinking is concerned with- | (1) | CO2 |
| | 1. thinking hats techniques | | |
| | 2. evaluative thinking process | | |
| | 3. Both of them | | |
| | 4. None of them | | |
| | f. Analytical thinking is done by – | (1) | CO2 |
| | 1. Upper Management | | |
| | 2. Lower Management | | |
| | 3. Middle Management | | |
| | 4. Upper and Middle Management | | |

- g.** Recent Covid crisis has occurred as business opportunity as seen by many companies- (1) CO3
1. True
 2. False
 3. Can't say
 4. Information inadequate
- h.** MVP is- (1) CO5
1. Minimum Viable Process
 2. Maximum Viable Product
 3. Minimum Viable Product
 4. Maximum Viable Process
- i.** Mind mapping refers to- (1) CO2
1. An action plan for future
 2. A technique to enhance comprehension
 3. Drawing the picture of mind
 4. Studying the functions of mind
- j.** Syntectics helps to- (1) CO2
1. Identify the problem owners and make sure they want new solutions.
 2. Make sure the problem owners have the power to implement new solutions.
 3. Understand the problem owners' mindset with regard to the problem area.
 4. All the above
- 2. Answer the following-** [5×2=10] CO
- a.** Explain empathise stage in education sector. (2) CO3
 - b.** Discuss Mind mapping shortly. (2) CO2
 - c.** Discuss the importance of customer. (2) CO4
 - d.** Describe Creativity (2) CO1
 - e.** What are prototypes? (2) CO5
- SECTION – B** CO
- 3. Answer any five of the following-** [5×6=30]
- a.** How do you prioritise the ideas- during or post brainstorming? Write point wise. (6) CO2
 - b.** Design thinking helps in improving management decisions. Write three points in support of this statement. (6) CO3
 - c.** What is SWOT analysis? (6) CO5
 - d.** Creativity and innovation are different. How would you express your view? (6) CO1
 - e.** Can the creative models of education sector be replicated in health sector too? Prove your side with three points. (6) CO3
 - f.** What is exploratory research? State its importance and give examples (6) CO4
 - g.** What is analytical thinking? Write the need and importance of it in present business world. (6) CO2
- SECTION – C** CO
- 4. Answer any one of the following-** [5×10=50]
- a.** What is design thinking? Write the process of implementation of design thinking. (10) CO1
- OR
- b.** How education, training and practicing help in crafting innovative ideas? Also, discuss other innovation supporting factors. (10) CO1
- 5. Answer any one of the following-**
- a.** Write about analogies? How developing analogies helps in thinking? Write their relevance with examples. (10) CO2
- OR
- b.** What are the suitable factors that help in development of innovative mind-set? Explain with examples. (10) CO2

6. Answer any one of the following-

- a. In the backdrop of expanding business opportunities in e-retail sector, what will persuade offline business owners to take their business online? (10) CO3

OR

- b. Case Study: (10) CO3

To execute the business world transformations, technology has appeared as the show stopper and innovation has remained the time tested funda to sustain. Amid a series of breakthrough seen in the recent past, Artificial Intelligence is one which has established its hold. Many established organizations have reconfirmed its role in providing ways for portability, hybrid flexible IT strategy, more fluid business processes, and options for continuous re-evaluation. Moreover, all exciting developments like cloud computing, robotic process automation, machine learning, blockchain technology, machine learning, Internet of things, Big data, etc are being enabled and driven through Artificial intelligence for businesses who look forward to upgrading themselves progressively. Organizations have increasingly become dependent on a cloud as an essential and critical part of those business services that need choice, variability and ability to switch. Nevertheless, being the agile wave of enabling technology its increased business cadence to deliver better results vis a vis to adopt changes quickly.

Leveraging the opportunity, Dalla Meditech started offering Cloud based Queue Management System for hospitals and clinics. In a typical healthcare organization, usually, there are a few service counters where patients or visitors are standing in a queue and at times, observe prolonged delays. Such arrangements result in high discomfort and frustrations and, thus, generate low patient satisfaction levels. Meanwhile, given the current pandemic situation, Cloud based Queue Management Systems are the best answers to a problem associated with queuing in hospitals. They seamlessly manage the patient flow from their entry points to their exit points, increase operational efficiency, and enhance their health care experience.

1. Based on the above case, How Queue Management Systems helps in handling diverse queuing needs?
2. How it will help in increasing the efficiency of a healthcare unit?

7. Answer any one of the following-

- a. How to design an innovative project? What are the best tools to collect data from users and customers? (10) CO4

OR

- b. Write about the concept of primary market research? How to plan and conduct it. (10) CO4

8. Answer any one of the following-

- a. What is reverse engineering? Write the process with detailed steps. (10) CO5

OR

- b. Explain the meaning of evaluation? Write the methods of evaluating design solutions? (10) CO5