

- (b) Economic policies
 - (c) Cultural norms and values
 - (d) Political stability
- 1-d. A Point of View (POV) statement in design thinking is used to: (CO4) 1
- (a) Present the financial outlook of the project
 - (b) Frame the user problem and context in a concise manner
 - (c) Outline the manufacturing process
 - (d) Detail the marketing strategy
- 1-e. Understanding logical fallacies contribute to critical thinking in: (CO5) 1
- (a) It ensures agreement with popular opinions
 - (b) It allows one to identify and avoid errors in reasoning
 - (c) It decreases the need for evidence in arguments
 - (d) It simplifies arguments to basic yes or no questions

2. Attempt all parts:-

- 2.a. Briefly explain the process of transitioning from ideation to prototyping in design thinking. (CO1) 2
- 2.b. Illustrate the steps involved in transitioning from a prototype to a final product. (CO2) 2
- 2.c. Define strategies for incorporating feedback from diverse user groups into the design process. (CO3) 2
- 2.d. Evaluate the effectiveness of different ideation techniques in generating innovative solutions. (CO4) 2
- 2.e. Discuss how the Socratic method promotes critical thinking. (CO5) 2

SECTION B

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3. Answer any three of the following:-

- 3-a. Outline strategies for maintaining innovation momentum in design teams. (CO1) 5
- 3-b. Evaluate the challenges and solutions for maintaining continual user involvement throughout the design thinking process. (CO2) 5
- 3-c. Discuss the challenges of maintaining ethical integrity in rapidly evolving tech industries. (CO3) 5
- 3-d. Discuss the process of creating detailed personas and its impact on design outcomes. (CO4) 5
- 3.e. Evaluate the impact of cognitive biases on business processes. (CO5) 5

4. Answer any one of the following:-

- 4-a. Outline the impact of integrating multidisciplinary teams in the design thinking process on product development and innovation. (CO1) 6
- 4-b. Evaluate the role of cross-functional teams in fostering innovation through design thinking in a multinational corporation. (CO1) 6

5. Answer any one of the following:-

- 5-a. Discuss the importance of integrating user testing throughout the design thinking process, not just as a final validation step. (CO2) 6
- 5-b. Outline the steps for utilizing ideation sessions to develop new digital banking products aimed at millennials. (CO2) 6

6. Answer any one of the following:-

- 6-a. Discuss the significance of ethical decision-making in design thinking, especially in projects with social or environmental impacts. (CO3) 6
- 6-b. Examine the application of empathy in designing healthcare services for elderly patients in community clinics. (CO3) 6

7. Answer any one of the following:-

- 7-a. Examine the importance of defining a clear problem statement in the initial stages of the design thinking process. (CO4) 6
- 7-b. Outline strategies for integrating continuous user feedback into the development cycle of a business-to-business (B2B) software solution. (CO4) 6

8. Answer any one of the following:-

- 8-a. Describe the importance of nurturing a critical thinking culture in today's data-driven business environment. (CO5) 6
- 8-b. Discuss the role of critical thinking in developing corporate ethics programs. (CO5) 6