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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA (Integrated)

SEM: IV - 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

20

1. Attempt all parts:-

- 1-a. The golden circle has three layers _____, _____ & _____. (CO1) 1
- (a) There, here and where
 - (b) Good, Bad and worst
 - (c) More, much and less
 - (d) Why, how and what
- 1-b. President _____ once visited NASA site and met a janitor. (CO1) 1
- (a) Biden
 - (b) Obama
 - (c) William
 - (d) Kennedy
- 1-c. Design thinking is a methodology for (CO2) 1
- (a) finding simplicity in complexity
 - (b) improving quality of experience
 - (c) serving the needs of customers

- (d) All of the above
- 1-d. Which of the following is a benefit of group brainstorming? (CO2) 1
- (a) The length of time that it takes to complete the process.
 - (b) Individuals may not feel comfortable speaking in a group setting.
 - (c) The creativity of some individuals' may be discouraged
 - (d) Debating ideas as a group can lead to additional ideas
- 1-e. Which of the following term describes testing? (CO3) 1
- (a) Finding broken code
 - (b) Evaluating deliverable to find errors
 - (c) A stage of all projects
 - (d) None of the mentioned
- 1-f. Shadowing is a.....research technique (CO3) 1
- (a) quantitative
 - (b) qualitative
 - (c) sampling
 - (d) none of these
- 1-g. Leaders who tend to follow a textbook template as to how a leader should act, are: (CO4) 1
- (a) Autocratic
 - (b) Democratic
 - (c) Bureaucratic
 - (d) None of these
- 1-h. Tuckman propounded the model for: (CO4) 1
- (a) Group behaviour
 - (b) General management
 - (c) Effective communication
 - (d) Team building
- 1-i. According to Myers-Briggs Personality Type are___ (CO5) 1
- (a) 10
 - (b) 12
 - (c) 16
 - (d) 20
- 1-j. In the Johari Window, the things that we know about ourselves and keep to 1

ourselves represent our (CO5)

- (a) blind self.
- (b) unknown self
- (c) hidden self.
- (d) open self.

2. Attempt all parts:-

- 2.a. What do you mean by Amazon India's Rural Ecommerce. (CO1) 2
- 2.b. Mention the advantages and disadvantages of paper prototype. (CO2) 2
- 2.c. Mention the significance of quantitative testing. (CO3) 2
- 2.d. Describe the incremental innovation (CO4) 2
- 2.e. How can we ensure Harmony in Nature? (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. What is Litter of Light? What are its key features? (CO1) 6
- 3-b. Explain Why, How and What of Golden Circle. (CO1) 6
- 3-c. What do you mean by mock-ups and how can you do it? (CO2) 6
- 3-d. Why is SWOT analysis important in prototyping? (CO2) 6
- 3.e. Describe any one method of software validation in detail. (CO3) 6
- 3.f. Suggest the ways to increase the perceived value of a product. (CO4) 6
- 3.g. Write short notes on caring and sharing. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Summarize Design Thinking Mindset and Principles. (CO1) 10
- 4-b. Explain case study on McDonald's Milkshake. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain A/B testing method and how it is helpful in design thinking. (CO2) 10
- 5-b. Discuss the significance of prototyping in design thinking with the help of suitable example. (CO2) 10

6. Answer any one of the following:-

- 6-a. Define taguchi method. Explain in detail the importance of taguchi method. (CO3) 10
- 6-b. Discuss the elements of storytelling proposed by Aristotle and their relevance 10

with design thinking. (CO3)

7. Answer any one of the following:-

- 7-a. Explain the Tuckman's model of team building. (CO4) 10
- 7-b. Discuss your strategy as a leader to handle the situation arising out of an integrity issue in the organization. (CO4) 10

8. Answer any one of the following:-

- 8-a. How the Jain darshan categorize the knowledge? explain in details. (CO5) 10
- 8-b. Explain the Myers Briggs personality types in details. (CO5) 10

REG. MAY 2024