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

(An Autonomous Institute Affiliated to AKTU, Lucknow)

**B.Tech**

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

**Subject: Design Thinking-I**

**Time: 2 Hours**

**Max. Marks: 50**

**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**

**15**

**1. Attempt all parts:-**

- 1-a. Design thinking is often also called \_\_\_\_\_. (CO1) 1
- (a) Intellectual property.
  - (b) Human Centred design
  - (c) Ecological sustainability
  - (d) Alien diversity
- 1-b. "To be assured that each human being inherently wants oneself and the other to be happy and prosperous" is known as \_\_\_\_\_. (CO2) 1
- (a) trust
  - (b) respect
  - (c) glory
  - (d) reverence
- 1-c. In the \_\_\_\_\_ stage you synthesise your observations about your users from the first stage, the Empathise stage. (CO3) 1
- (a) Define

- (b) Ideate
  - (c) Prototype
  - (d) Test
- 1-d. The statements (reasons) given in support of another statement are called...(CO4) 1
- (a) An argument
  - (b) The conclusion
  - (c) The premises
  - (d) The complement
- 1-e. The statement which is supported by another statement is called (CO5) 1
- (a) An argument
  - (b) The conclusion
  - (c) The premises
  - (d) The complement

**2. Attempt all parts:-**

- 2.a. Why is design thinking called a non-linear process? (CO1) 2
- 2.b. Discuss the relationship between body and self.(CO2) 2
- 2.c. What does Green hat represents? (CO3) 2
- 2.d. Compare argumentation versus rhetoric.(CO4) 2
- 2.e. Discuss the method to know whether an argument is valid or invalid. (CO5) 2

**SECTION B**

**15**

**3. Answer any three of the following:-**

- 3-a. Give any 2 instances of importance of listening over hearing. Illustrate with real time examples. (CO1) 5
- 3-b. What do you understand by stakeholder mapping? Assume you are planning to start a business using Coconut Shells, make a list of stakeholders using CATWOE analysis. (CO2) 5
- 3.c. How Persona mapping play an important role in understanding customers? Assume you are CEO of a home safety company, draw the persona of a survivor of Fire accident. (CO3) 5
- 3.d. Explain various cognitive bias in critical thinking. (CO4) 5
- 3.e. Describe the logic. Also differentiate between premise and conclusion. (CO5) 5

**4. Answer any one of the following:-**

- 4-a. Describe 5 forces of growth. How it helped you to become better version of yourself? (CO1) 4
- 4-b. What are 3 laws of Design Thinking? Apply them to suggest an idea to make a Job search Portal. (CO1) 4

**5. Answer any one of the following:-**

- 5-a. What Are the 5 Levels of Maslow's Hierarchy of Needs? (CO2) 4
- 5-b. What do you understand with Empathy? How it helps you making good friends? (CO2) 4

**6. Answer any one of the following:-**

- 6-a. How effective brainstorming session can be conducted? Brainstorm individually to produce 20 ideas to design a home energy management app. (CO3) 4
- 6-b. Describe Edward de Bono's six thinking hats. Assume yourself as selector of Indian Cricket Team apply 6 thinking hats to select an allrounder for 6th position. (CO3) 4

**7. Answer any one of the following:-**

- 7-a. Discuss the pillars of critical thinking.(CO4) 4
- 7-b. Elaborate Bandwagon Effect and Choice-supportive Bias with example. (CO4) 4

**8. Answer any one of the following:-**

- 8-a. Contrast between deductive reasoning and inductive reasoning. (CO5) 4
- 8-b. Determine Straw Man fallacy and Bandwagon fallacy. (CO5) 4