

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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First / Second Semester B.E. Degree Examinations, February 2025

INNOVATION AND DESIGN THINKING

Duration: 1 hr**Max. Marks: 50**

Note: 1. All questions are compulsory 2. Each question carries 1 mark 3. Use only black ball point pen 4. Darkening two circles for the same question makes the answer invalid 5. Damaging/overwriting using whiteners on the OMR are strictly prohibited.

| <u>Q.No</u> | <u>Question</u> |
|--------------------|--|
| 1. | Which of the following is NOT a step in the design thinking process? A. Define the problem B. Ideate potential solutions C. Test& refine solutions D. Implement the final solution |
| 2. | Which of the following is NOT a tool that can be used in the ideation phase of design thinking? A. Brainstorming B. Sketching C. User personas D. Storyboarding |
| 3. | A test version of a product or service with a minimum set of functions that brings value to the end consumer is: A. MVP B. BPM C. TBPM D. SMM |
| 4. | What is the main advantage of sketching as an ideation technique? A. It allows teams to quickly generate a large number of ideas B. It encourages creativity and out-of-the-box thinking C. It helps teams to identify and challenge assumptions D. All of the above |
| 5. | A prototype is a simple experimental model of a proposed solution used to A. test ideas B. validates ideas C. Both A & B D. None of these |
| 6. | What is the primary goal of an MVP? A. To gather valuable customer feedback B. To achieve market dominance C. To generate revenue D. To reduce development costs |
| 7. | What are some methods for prototyping in the design thinking process? A. Paper prototyping B. Low-fidelity prototypes C. High-fidelity prototypes D. All of the these |
| 8. | Design thinking is: A. A flexible and iterative problem-solving approach B. A rigid and linear problem-solving approach C. A tool used to gather feedback from users on prototypes D. A step in the design thinking process |
| 9. | What is the main advantage of using high-fidelity prototypes? A. They are more accurate and realistic B. They are less expensive and time-consuming to create C. They are more user-friendly and easier to understand D. They are more visually appealing and professional |
| 10. | What is the main purpose of ideation? A. To generate a large number of ideas for potential solutions to a problem B. To identify and fix any problems with a solution C. To gather user feedback D. All of the above |
| 11. | What is a key feature of the Tele-Board system that supports collaboration A. Synchronized white boarding B. Traditional video conferencing C. Limited device support D. Delayed documentation |

12. What does the Tele-Board system aim to bridge in DesignThinking teams operating globally?
 - A. Collaboration and competition
 - B. Physical and digital tools
 - C. Creativity and efficiency
 - D. Traditional and modern design methods
13. What was the aim of the project discussed in the content regarding Design Thinking teams?
 - A. Creating physical tools for collaboration
 - B. Evaluating existing collaboration tools
 - C. Enabling global collaboration with digital tools
 - D. Developing a new form of Design Thinking
14. What is the primary characteristic of the "Handwriting and Drawing on a Whiteboard" working mode?
 - A. Creating detailed design objects
 - B. Encircling related sticky notes
 - C. Use of vertically set whiteboards
 - D. Providing feedback during drawings
15. In the "Personal Sticky Note Creation" mode, why is it important for sticky notes to be relatively small?
 - A. To save paper
 - B. For comfortable writing and scribbling
 - C. To limit information
 - D. To avoid colour confusion
16. What is the significance of the "Clustering Sticky Notes" working mode?
 - A. Encourages competitive note creation
 - B. Facilitates the seamless organization of sticky notes
 - C. Limits feedback exchange
 - D. Emphasizes individual brainstorming
17. What is essential in the "Collaborative Creation of Hand Drawings" working mode?
 - A. Vertical setup
 - B. Individual contribution
 - C. Detailed design objects
 - D. Horizontal setup for accessibility
18. Which mode underscores the need for tools supporting the creation and organization of personal sticky notes?
 - A. Clustering Sticky Notes
 - B. Creation of hand drawings
 - C. Personal Sticky Note Creation
 - D. Handwriting and Drawing on a Whiteboard
19. What is the key consideration during an "Intense Discussion of a Design Topic" in Design Thinking?
 - A. Minimal artifact uses
 - B. Clear visibility of gestures and expressions
 - C. Restricted team engagement
 - D. Absence of design artifacts
20. What is emphasized during the presentation of design artifacts in a broader audience setting?
 - A. Audience silence
 - B. Team exclusivity
 - C. Feedback collection
 - D. Digital implementation
21. What is the primary focus of integrating Design Thinking into Business Process Modelling?
 - A. Automating routine tasks
 - B. Enhancing creativity and user-centricity in process improvement.
 - C. Strict adherence to established methodologies.
 - D. Speeding up the modelling process.
22. How does Design Thinking contribute to the improvement business process?
 - A. By prioritizing technical efficiency.
 - B. By fostering collaboration and, empathy for user needs.
 - C. Through rigid and inflexible problem-solving approaches.
 - D. By minimizing stakeholder involvement.

23. What role do physical building blocks play in the proposed method for business process modelling?
A. They hinder the modelling process. B. They add unnecessary complexity.
C. They transform the way people interact with process models.
D. They have no impact on the modelling approach.
24. Why are process models essential in business process management?
A. To prioritize individual tasks over the overall process.
B. To comply with industry standards and regulations.
C. Elicit information and make process knowledge explicit.
D. minimize collaboration among stakeholders.
25. What is the significance of collaborative research projects in the context of business process modelling?
A. They slow down the modelling process.
B. They emphasize strict adherence to methodologies.
C. They provide insights for enhancing modelling approaches
D. They hinder stakeholder communication.
26. How do tangible prototypes contribute to the effectiveness of design thinking processes?
A. They increase project costs. B. They showcase final product features.
C. They hold promise for improving modelling and comprehension
D. They limit collaboration, among stakeholders.
27. What is the main advantage of utilizing a shared understanding of processes through models?
A. Minimizing collaboration among stakeholders.
B. Maximizing technical complexities in the modelling process.
C. Enabling individuals from diverse backgrounds to contribute effectively.
D. Hiding information from process participants.
28. How can the incorporation of physical building blocks improve the usability of process models?
A. By making the models more complex. B. By slowing down the modelling process.
C. By transforming the way people interact with the models.
D. By reducing collaboration among stakeholders.
29. What is the ultimate goal of the proposed method for business process modelling?
A. To prioritize individual tasks over the overall process.
B. To strictly adhere to established methodologies.
C. To fundamentally transform the way people interact with process models.
D. To eliminate the need for collaborative research projects.
30. How does the proposed method aim to improve the modelling and comprehension of business processes?
A. By minimizing stakeholder involvement.
B. By eliminating the use of physical building blocks.
C. By transforming the way people interact with process models.
D. By prioritizing technical efficiency in the modelling process.
31. In the Design Thinking process, what is the first phase typically focused on?
A. Ideation B. Prototyping C. Empathy D. Testing
32. Which Design Thinking phase involves generating a large quantity of ideas without immediate
A. Ideation B. Prototyping C. Testing D. Implementation
33. What role does "Prototyping" play in Design Thinking?
A. Final product development B. Iterative testing of ideas C. Market research D. User interviews
34. How does Design Thinking contribute to strategic innovation?
A. By avoiding risks B. By following a linear process
C. By fostering creativity and collaboration D. By relying solely on market trends

35. What does the "Minimum Viable Product" (MVP) concept emphasize in Design Thinking?
- Maximal features
 - Comprehensive testing
 - Early and quick implementation
 - Extensive market research
36. What is a key characteristic of the "Empathize" phase in Design Thinking?
- Narrow focus on the end product
 - Deep understanding of user needs
 - Quick decision-making
 - Strict adherence to a time line
37. Which of the following is NOT a common principle of design Thinking?
- Collaboration
 - Iteration
 - Linear problem-solving
 - All of the above
38. What role does feedback play in the Design Thinking process?
- Limited importance
 - Only relevant in the testing phase
 - continuous iteration and improvement
 - Unnecessary for strategic innovations
39. In Design Thinking, what does the term "Divergent Thinking" refer to?
- Narrowing down options
 - generating a variety of ideas
 - Focusing on a single solution
 - Avoiding creativity
40. What is the primary goal of design Thinking in the context of strategic innovations?
- Cost reduction
 - Incremental improvements
 - User-centric solutions
 - Short-term profitability
41. Which Design Thinking phase involves generating a large quantity of ideas without immediate
- Ideation
 - Prototyping
 - Testing
 - Implementation
42. What role does customer feedback play in the growth of innovation?
- It is irrelevant to the innovation process
 - It helps in maintaining the current products
 - It guides and refines the innovation process
 - It slows down the innovation cycle
43. In the context of innovation, what does the term "disruptive innovation" refer to?
- Incremental improvements to existing products
 - Maintaining the current market trends
 - Introducing ground breaking and transformative ideas
 - Avoiding changes in the business model
44. In design thinking, what role does storytelling play in the empathy phase?
- It is irrelevant in the empathy phase
 - It helps create a connection with end-users
 - It focuses solely on technical details
 - It delays the innovation process
45. DT and Agile methodologies share a common focus on
- iteration
 - feedback
 - collaboration
 - all of the above
46. The DT workshop goal is to
- foster creativity
 - innovation
 - user-centered design solutions
 - all of the above
47. Increased market revenue is a result
- Innovation
 - Invention
 - skilled testing
 - problem solving
48. What is the main purpose of testing a solution?
- To verify that it works as intended
 - To identify and fix any problems
 - To gather user feedback
 - All of the above
49. What is a key practice for ensuring efficient file organization within a design team?
- Keeping all files private
 - Embracing a messy creative process
 - Establishing clear standards and processes
 - Avoiding shared style libraries
50. What does Journey Mapping in design thinking focus on?
- Product feature
 - Emotional highs and lows in customer interactions
 - Technical specifications
 - Marketing strategies