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22MBA402

## Fourth Semester MBA Degree Examination, Dec.2025/Jan.2026 Innovation and Design Thinking

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to 7.  
2. Q.No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
<b>Q.1</b>	<b>a.</b>	What is Design thinking?	3	L1	CO1
	<b>b.</b>	Explain how industry diagnostics work.	7	L2	CO1
	<b>c.</b>	Explain the seven modes of the design innovation process with suitable example.	10	L2	CO2
<b>Q.2</b>	<b>a.</b>	Define Analogous Model.	3	L1	CO1
	<b>b.</b>	Explain the methods of know people concept.	7	L2	CO2
	<b>c.</b>	Discuss the mindsets to frame the people insights.	10	L2	CO2
<b>Q.3</b>	<b>a.</b>	What is Morphological synthesis method?	3	L1	CO2
	<b>b.</b>	What are the research participants and what are the characteristics to know your people?	7	L2	CO2
	<b>c.</b>	State the concept of SWOT analysis.	10	L2	CO1
<b>Q.4</b>	<b>a.</b>	What do you understand by Persona definition?	3	L1	CO1
	<b>b.</b>	Write a note on asymmetric clustering mix.	7	L1	CO2
	<b>c.</b>	Explain the ten types of Innovation diagnostic with suitable examples.	10	L2	CO3
<b>Q.5</b>	<b>a.</b>	Define 'Activity network method'.	3	L1	CO1
	<b>b.</b>	How the mindset of building empathy and listening openly will help to know people?	7	L2	CO2
	<b>c.</b>	Discuss the different methods used to frame solutions.	10	L3	CO2

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Q.6	a.	What is Video Ethnography?	3	L1	CO1
	b.	How does 'Seeking clearly added value' and 'Narrating' will able to explore concepts?	7	L2	CO3
	c.	Write a note on POEMS framework.	10	L3	CO3
Q.7	a.	What is prescriptive value web?	3	L1	CO1
	b.	State the frame exploring concepts and methods with suitable example.	7	L1	CO2
	c.	How to evaluate the reality defining strategies and implementing in reality.	10	L3	CO2
Q.8	<b><u>CASE STUDY (Compulsory)</u></b>				
	<p>Gillette has always believed that continuous new product development resulting from extensive R and D is necessary to differentiate itself from competitors. True to its corporate mantra of 'innovation is Gillette', the company has introduced some of the most successful and widely acclaimed innovative products in the consumer products industry. Its product range, protected by trademarks, is legendary with such brands as sensor, sensor excel, Mach 3 and the Gillette for women venus. The company policy is to generate 40% of its sales from products launched within the last five years. One reason for Gillette's strong focus on new product development is that the competition has successfully learned to copy its products very quickly. For ex.: Schick (part of Warner lambert) had imitated Gillette's track II twin blade razor within five months of the product launch. Further product launches have added to the brand value of Gillette. It has succeeded in some markets, in making razors less of a commodity product which consumers just buy on price and convenience considerations but a branded product that consumers will pay a premium price.</p> <p><u>Questions</u></p>				
	a.	Explain how the use of Innovative products and trademarks can add to the value of company.	10	L3	CO3
b.	Evaluate the factors determining the level of Innovation in an industry.	10	L4	CO4	

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