

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Fourth Semester MBA Degree Examination, June/July 2026

Innovation and Design Thinking

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Define Design Thinking.	3	L1	CO1
	b.	Explain the value of design thinking.	7	L2	CO1
	c.	Elucidate the seven modes of design innovation process.	10	L5	CO4
Q.2	a.	State the importance of Offering – Activity – Culture Map.	3	L4	CO3
	b.	Buzz reports encourage curiosity about the latest developments and inspire new directions for innovation analyze.	7	L4	CO3
	c.	Explain ten types of innovation framework.	10	L5	CO4
Q.3	a.	Define Contextual Research Plan.	3	L1	CO2
	b.	The Eras Map provides historical perspective to the context being studied. Evaluate.	7	L5	CO4
	c.	Explain POEMS frameworks.	10	L5	CO4
Q.4	a.	Explain User Response Analysis.	3	L2	CO1
	b.	Explain Video Ethnography in the context of design thinking.	7	L5	CO4
	c.	Remote research is a method of user self-documentation that employs web based tools in the mode of know people. Analyze.	10	L4	CO3
Q.5	a.	Identify the five human factors that supports observation in the field.	3	L3	CO2
	b.	The ERAF systems diagram is a method for creating high level systems view of the context being explored. Explain.	7	L5	CO4
	c.	Analyze Compelling Experience Map.	10	L4	CO3
Q.6	a.	Define Concept Evaluation.	3	L1	CO1
	b.	Explain Solution Storyboard.	7	L2	CO1
	c.	Synthesis workshop is focused on generating concepts that can be organized into systemic solutions. Explain.	10	L5	CO4

Q.7	a.	Define Strategy Roadmap.	3	L1	CO2
	b.	Explain the use of competencies plan in the mode of realize offerings.	7	L5	CO4
	c.	Explain innovation brief.	10	L5	CO4
Q.8		Case Study (Compulsory) : A large retail company, Quickshop, was facing a significant decline in customer satisfaction. Customers frequently complained about long wait times at checkout, difficulty in finding products, and poor customer service. The company's traditional approach to problem-solving involved gathering data and implementing incremental changes, but these efforts had little impact on improving that overall customer experience. Recognizing the need for a new approach, the CEO decided to implement design thinking as a strategy to address these challenges. The team began by conducting extensive interviews with customers to understand their pain points deeply. They also observed customer's in store behaviour and mapped out the entire shopping journey from entry to exit. Through empathy and user-centric research, the team discovered that customers wanted a more personalized and efficient shopping experience. Based on these insights, the team brainstormed and prototyped several solutions, including a mobile app for easy product location, self checkout kiosks and a loyalty program offering personalize discounts. The team tested these prototypes in a few stores and gathered feedback. The mobile app and self checkout kiosks were well received, leading to reduced wait times and increased customer satisfaction. The loyalty program also fostered a sense of belonging among customers, encouraging repeat visits. By applying design thinking, Quickshop successfully transformed its customer experience, leading to a significant improvement in satisfaction scores and resurgence in sales. Questions :			
	a.	Explain the key steps of the design thinking process that Quickshop followed to address their challenges.	8	L5	CO4
	b.	Why is empathy considered a crucial element in the design thinking process, especially in the content of Quickshop's case?	6	L3	CO2
	c.	Appraise how prototyping and testing contributed to the successful implementation of solutions at Quicshop.	6	L5	CO4