



CBCS SCHEME - Summer Semester

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Question Paper Version : A

First Semester B.Arch./B.Planning Degree Examination, June/July 2026 Innovation and Design Thinking

Time: 1 hr.

Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the **fifty** questions, each question carries one mark.
2. Use only **Black ball point pen** for writing / darkening the circles.
3. **For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.**
4. Darkening two circles for the same question makes the answer invalid.
5. **Damaging/overwriting, using whiteners** on the **OMR** sheets are strictly prohibited.

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1. What is the first stage of the Design Thinking Process?
a) Define b) Ideate c) Empathize d) Prototype
 2. Design thinking primarily focuses on
a) Cost reduction b) User-centered problem solving
c) Increasing production speed d) Replacing engineers
 3. Empathize in design thinking means
a) Understanding customer emotions and needs
b) Designing based on assumptions
c) Focusing only on technical issues
d) Ignoring feedback
 4. Which organization popularized the 5-stage model of design thinking?
a) Harvard Business School b) Stanford D School
c) MIT Media Lab d) IDEO India
 5. A design thinker in an organization should have
a) Concern for users b) Knowledge of systems
c) Vision for process improvement d) All of these
 6. The key features of design thinking is
a) Human centered and iterative approach b) Focus on Profit maximization
c) Rigid linear steps d) Avoiding experimentation

7. The "Define" stage helps to
 - a) Collect the raw data
 - b) Frame a clear problem statement
 - c) Build the prototype models
 - d) Implement the design
8. Ideation encourages
 - a) Divergent thinking
 - b) Sticking to one idea
 - c) Avoiding creativity
 - d) Data analysis only
9. Prototype phase aims to
 - a) Finalize the design
 - b) Test and learn quickly
 - c) Eliminate user testing
 - d) Reduce cost only
10. Testing in design thinking ensures
 - a) User feedback is incorporated
 - b) Design remains unchanged
 - c) Process ends early
 - d) No iteration is needed
11. Visualization tool is used to
 - a) Create mental images of user experiences
 - b) Build financial charts
 - c) Store customer data
 - d) Replace text with equations
12. Journey mapping focuses on
 - a) The company's supply chain
 - b) A user's experience and emotions
 - c) Product Pricing
 - d) Competitor analysis
13. Value Chain Analysis helps to
 - a) Identify how value is created for customers
 - b) Manage warehouse logistics
 - c) Increase the cost margins
 - d) Eliminate user interaction
14. Mind mapping helps in
 - a) Organizing ideas visually
 - b) Calculating costs
 - c) Replacing prototypes
 - d) Writing reports
15. Assumption testing means
 - a) Validating uncertain ideas with available data
 - b) Ignoring data
 - c) Testing product cost
 - d) Avoiding new ideas
16. Rapid concept development helps
 - a) Generate new business opportunities quickly
 - b) Slow down innovation
 - c) Validate only final ideas
 - d) Avoid team participation
17. Co-creation involves
 - a) Only the design team
 - b) Users and designers working together
 - c) Outsourced designers only
 - d) Company Director only

18. Learning launches are meant for
a) Small-scale market tests
b) Final product rollout
c) Legal approvals
d) None of these
19. Story telling in design thinking helps to
a) Communicate ideas emotionally and clearly
b) Hide project results
c) Replace prototypes
d) Entertain the audience
20. The main purpose of prototyping is to
a) Experiment and learn through feedback
b) Create the advertisements
c) Reduce employee count
d) Avoid testing
21. Business Process Modeling (BPM) shows
a) How a product moves through organization processes
b) Company's Annual Profile
c) Employee Attendance
d) None of these
22. A key advantage of BPM is
a) Improving communication and efficiency
b) Increasing paper work
c) Limiting flexibility
d) Avoiding process change
23. Agile methodology is preferred because it
a) Supports flexibility and quick iteration
b) Avoids teamwork
c) Requires no feedback
d) Uses only waterfall process
24. In virtual collaboration, success depends on
a) Open communication and trust
b) Working in isolation
c) Avoiding online tools
d) Eliminating updates
25. Scenario-based prototyping helps to
a) Visualize user interaction in real contents
b) Avoid modeling
c) Replace coding
d) Simulate financial data only
26. BPM enhances innovation by
a) Integrating user feedback in process design
b) Focusing on profits only
c) Avoiding data visualization
d) Using manual paperwork
27. Agile collaboration values
a) Individuals and interactions
b) Rigid documentation
c) Process over people
d) Avoiding retrospectives

28. A good distributed agile team should
 - a) Have clear communication channels
 - b) Work without planning
 - c) Avoid feedback loops
 - d) Focus only on coding
29. Scenario models in IT design thinking define
 - a) Sequences of user activities
 - b) Employee salary level
 - c) Market share
 - d) Budget allocations
30. The final goal of IT-based design thinking is
 - a) To enhance user experience and process efficiency
 - b) To replace the human work
 - c) To automate decisions fully
 - d) To avoid iteration
31. Strategic innovation integrates
 - a) Design thinking with long term business goals
 - b) Only Finance and HR
 - c) Manufacturing techniques
 - d) Software tools only
32. Disruptive innovation means
 - a) Creating a new market or displacing existing products
 - b) Minor feature updates
 - c) Cost-cutting innovation
 - d) Process automation
33. Sustaining innovation refers to
 - a) Incremental improvements in existing markets
 - b) Creating new industries
 - c) Radical disruption
 - d) Business closure
34. Radical innovation involves
 - a) Entirely new technologies and models
 - b) Step-by-step changes
 - c) Only visual changes
 - d) Marketing strategy only
35. Architectural innovation
 - a) Reconfigures existing technologies
 - b) Adds minor features
 - c) Only changes color or design
 - d) Focuses on cost
36. Modular innovation involves
 - a) Changing one or more product components
 - b) Building new organizations
 - c) Eliminating processes
 - d) Avoiding updates
37. Strategic innovation aims to
 - a) Create competitive advantage and business growth
 - b) Focus on cost only
 - c) Avoid innovation
 - d) Limit creativity

38. A key feature of strategic innovation is
- a) Long-term holistic approach
 - b) Ignoring customer i/p
 - c) Centralized command
 - d) Cost reduction only
39. Integrating design thinking and strategy helps
- a) Align customer needs with business goals
 - b) Avoid empathy
 - c) Reduce innovation
 - d) Fix prices
40. Practice "Collaborating in strategic innovation" means
- a) Working collectively to solve complex issues
 - b) Isolated planning
 - c) Delegation without feedback
 - d) Relying on consultants only
41. Design thinking workspace are
- a) Collaborative and activity based
 - b) Lecture sessions only
 - c) Theoretical assessments
 - d) Formal meetings
42. The work shop usually starts with
- a) Empathy stage
 - b) Testing
 - c) Prototype
 - d) Feedback
43. Planning stage of the workshop includes
- a) Defining learning goals and logistics
 - b) Product sales
 - c) Employee recruitment
 - d) Budget analysis
44. The workshop stage involves
- a) Ideations, prototyping and testing
 - b) Market surveys only
 - c) Reporting only
 - d) None of these
45. "Learning goals" are developed to
- a) Align activities with objectives
 - b) Increase costs
 - c) Avoid feedback
 - d) Replace evaluation

46. "Introduction to workshop" helps
- a) Engage and motivate participants
 - b) Skip activities
 - c) Limit creativity
 - d) Shorten the session
47. Testing stage of the workshop ensures
- a) No modifications are made
 - b) Prototype meets user needs
 - c) End of process
 - d) Skipping feedback
48. "Prototype" in workshop phase means
- a) Final manufacturing
 - b) Theoretical discussion
 - c) Building and experimenting with models
 - d) None of these
49. Closing of the workshop includes
- a) Cancelling sessions
 - b) Feedback and motivation to apply DT at work.
 - c) Ignoring participants
 - d) Starting new topic
50. A successful workshop outcome is
- a) Prototype and actionable insights for iteration
 - b) Final commercial launch
 - c) No results
 - d) Financial report only

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