



6. Design thinking is a linear process  
 a) True                      b) False                      c) Cannot say                      d) None of the above
7. Which of the following is not one of the profiles of design thinkers?  
 a) Empathy                      b) Simplicity                      c) Integrative thinking                      d) Optimism
8. During which stage would you consult experts to learn more about the areas of concern and to gain an understanding of other people's experiences?  
 a) Prototype                      b) Define                      c) Ideate                      d) Empathize
9. Collecting \_\_\_\_\_ is an important portion of testing a prototype in the test stage of design thinking.  
 a) Pictures                      b) Money                      c) Feedback                      d) E-mails
10. Which of the firm mentioned is associated the most with design thinking?  
 a) Ikea                      b) Ideo                      c) Idea                      d) Ikei
11. Majority of the top executives regarded \_\_\_\_\_ as one of the top three leadership qualities?  
 a) Empathy                      b) Creativity                      c) Humanity                      d) Qualification
12. In design thinking, where does the information used to put together a problem statement come from?  
 a) The design stage                      b) The Define stage                      c) The empathize stage                      d) The testing stage
13. What is wrong with this product design? (Refer Fig.Q13).

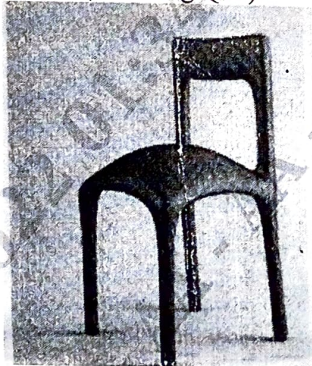


Fig.Q13

- a) Color cannot be identified  
 b) It does not function as a chair should  
 c) It will not be comfortable for the user  
 d) The design takes more years.
14. Is prototyping a step in the design thinking process?  
 a) True                      b) False                      c) Can't Say                      d) None of the above
15. Prototype should only be demonstrated and tested within the team  
 a) True                      b) False                      c) Both                      d) None.

16. At what step do you want to complete the POV-Point of view?  
 a) Empathy                      b) Prototype                      c) Define                      d) Ideate.
17. The initial design brief/specifications are provided by  
 a) Designer                      b) User                      c) Both of them                      d) Client.
18. When defining a problem, your problem statement should include a solution  
 a) True                      b) False                      c) Do not know                      d) All of the above.
19. Design thinking process can be applied in any profession/any area/ any field.  
 a) True                      b) False                      c) Cannot say                      d) None of the above.
20. User persons are created during which phase of design thinking process.  
 a) Design stage                      b) Discover stage                      c) Develop stage                      d) None of the above.
21. In design thinking process, in the delivery phase we  
 a) Iterate                      b) Test                      c) Prototype                      d) All of the above.
22. The goal of prototype phase is \_\_\_\_\_  
 a) To understand what component of your idea did not work  
 b) To understand what component of your idea work  
 c) Both of them  
 d) None of them
23. What does MVP stands for in Agile  
 a) Minimum viable product                      b) Marks variable product  
 c) My valuable product                      d) None of the above
24. What question did the designer forget to ask in the Fig. Q24 below?



Fig. Q24

- a) How many urinals are needed  
 b) How much space is needed per person?  
 c) What is the purpose of urinals?  
 d) What will the toilet look like once the floor plan is complete

25. Which is not a good interview strategy for the empathy step?
- a) Encourage person to talk about experiences
  - b) Encourage short answers that get right to the point
  - c) Ask-follow up questions to get more information
  - d) All of the above.
26. Which of the following principles are not considered for design thinking?
- a) Embrace experimentation
  - b) Human – centric design
  - c) Profit centric
  - d) Pattern identification for problem solving
27. To empathize, one has to
- a) Observe
  - b) Engage
  - c) Listen
  - d) All of the above.
28. Which of the following are not tools of visualization?
- a) Maps
  - b) Images
  - c) Stories
  - d) Videos.
29. \_\_\_\_\_ Storytelling is the most compelling type of story.
- a) Aural
  - b) Visual
  - c) Textual
  - d) All of the above.
30. Mind maps are used to \_\_\_\_\_ ideas
- a) Generate
  - b) Visualize
  - c) Structure
  - d) All of the above.
31. Which of these are not components of a mind map?
- a) Branches
  - b) Arrows
  - c) Central idea
  - d) All of the above.
32. Journey mapping is also called \_\_\_\_\_ mapping.
- a) Path
  - b) Experience
  - c) Conduct
  - d) Feedback
33. Journey mapping maps which phase of activity of service for a customer?
- a) Before a service
  - b) During a service
  - c) After a service
  - d) All of the above.
34. Which of the following are not tools of Design thinking?
- a) Co-creation
  - b) Prototyping
  - c) Mind mapping
  - d) Online marketing.
35. \_\_\_\_\_ is used with the objective of identifying needs that customers are often unable to articulate.
- a) Mind mapping
  - b) Experience mapping
  - c) Story telling
  - d) Rapid concept development.

36. What is your first model/design of product called?  
 a) Draft  
 b) Rough draft  
 c) Prototype  
 d) Practice design.
37. The three I's of Design thinking do not include  
 a) Interest  
 b) Implementation  
 c) Inspiration  
 d) Ideation.
38. Frank Robinson defined and coined the term  
 a) Design thinking  
 b) Mind mapping  
 c) MVP  
 d) Hypothesis.
39. Collaborative team work is essential in design thinking for  
 a) Equal importance to all members  
 b) Solving multifaceted problems  
 c) Unbiased selection of ideas  
 d) Better failure management.
40. Design thinking process began with the following 3 steps.  
 a) Understand - Improve - Apply  
 b) Define – Ideate – Build  
 c) Study – Solve – Create  
 d) Understand – Ideate - Create.
41. Design thinking is also known as  
 a) Adaptable Enquiry  
 b) Strategic design thinking  
 c) Transformation by design  
 d) All of the above.
42. \_\_\_\_\_ is the way to narrow down the thoughts to reach at the final solution.  
 a) Convergent thinking  
 b) Divergent thinking  
 c) None of them  
 d) Both a and b.
43. Design thinking follows  
 a) Waterfall model  
 b) Agile methodology  
 c) Both of these  
 d) None of these.
44. \_\_\_\_\_ is an iterative and incremental method of managing development and design.  
 a) Waterfall model  
 b) Agile methodology  
 c) Cyclic methodology  
 d) All of the above.
45. BPM stands for  
 a) Building Product Management  
 b) Business Product Management  
 c) Business Process Management  
 d) Basic Product Management.
46. A Hypothesis is \_\_\_\_\_  
 a) a wished for result that the researcher concludes the research with  
 b) a complicated set of sentence that pulls variables into sponsored complex relationships  
 c) a conjecture that is grounded in support background originating from secondary research  
 d) None of the above.
47. \_\_\_\_\_ is an analysis of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.  
 a) Literature study  
 b) Case study  
 c) Co-creation  
 d) Prototyping.

48. The purpose of MVP is not
- a) be able to test a product hypothesis with maximum resources
  - b) Accelerate learning
  - c) Reduce wasted Engineering hours
  - d) Get the product to early customers as soon as possible.
49. Which of the following is an innovation model?
- a) Employee innovation
  - b) Customer innovation
  - c) Partner/Supplier/Competitor/Public innovations
  - d) All of the above.
50. Which of the following is an example of innovation.
- a) Wheel
  - b) Compass
  - c) Telephone
  - d) All of the above.

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