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Question Paper Version : A

First Semester B.Arch./B.Planning Degree Examination, Dec.2024/Jan.2025
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 Design Thinking?
   a) A method facilitated by UX designers
   b) A process for creative problem solving
   c) A process to teach design to non-designers
   d) A methodology developed to discard old design methods.

2. To empathize, one has to
   a) observe   b) Engage   c) Listen   d) All of these

3. What happens in the test stage of design thinking?
   a) You conduct a written test of your design team
   b) You allow consumers to test a product or service
   c) You engage in internal testing with employees
   d) You test products designed by competitors

4. Collecting _____ is an important portion of testing a prototype in the test stage of design thinking.
   a) Pictures   b) Money
   c) Feedback   d) Emails

5. Mind maps are used to _____ ideas.
   a) Generate   b) Visualize
   c) Structure   d) All of these

6. Which of the following are NOT tools of Design Thinking?
   a) Co-creation   b) Prototyping   c) Mind mapping   d) Online Marketing

7. A hypothesis is _____
   a) A wished for result that the researcher concludes the research with
   b) A complicated set of sentences that pulls variables into proposed complex relationship
   c) A Conjecture that is grounded in support background originating from secondary research
   d) None of these

8. What is your first model/design of a product called?
   a) Draft   b) Rough Draft   c) Prototype   d) Practice design

9. To Ideate is
   a) To rapidly change
   b) When you create a 3D model of your design
   c) The process for creating and sharing ideas where you use images and sketches instead of works to describe your idea
   d) When you brainstorm ideas, get feedback, create an initial design, share the design and iterate.

10. In design, where does the information used to put together a problem statement come from?
    a) The design stage
    b) The Ideate stage
    c) The Define stage
    d) The Testing stage

11. The final step in the Design process is to _____
    a) Test   b) Define   c) Ideate   d) Empathize

12. Which is NOT an aspect of the Define step of design thinking?
    a) Create a composite user to give perspective to the solution
    b) Develop a point of view statement to state user's need
    c) Define as may possible solutions to the problem as possible
    d) Recognize a challenge with a "How might We" question

13. At what step do you want to complete the POV point of view?
    a) Empathy   b) Prototype   c) Define   d) Ideate

14. Collaborative teamwork 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

15. 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

16. Human-centric design was re-interpreted as an acronym to mean
    a) Hear, Create, Deliver   b) Hear, Create, Design
    c) Hold, Create, Deliver   d) Hear, Compile, Deliver

17. The ultimate goal of design thinking is to help you design better
    a) Services   b) Products   c) Experiences   d) All of these

18. Design thinking typically is a
    a) Non-linear process
    b) Linear process
    c) Cyclic process
    d) None of these

19. Design thinking above
    a) Waterfall model
    b) Agile methodology
    c) Both of these
    d) None of these

20. Which of the following sequence is correct for waterfall methodology?
    a) Define-Design-Develop-Test-Deploy   b) Define-Develop-Design-Test-Deploy
    c) Define-Design-Develop-Deploy-Test   d) Design-Define-Develop-Test-Deploy

21. What are the steps of Design thinking process?
    a) Understand > Draw > Ideate > Create > Test
    b) Empathise > Define > Ideate > Prototype > Test
    c) Empathise > Design > Implement > Produce > Test
    d) Understand > Design > Ideate > Produce > Try

22. Which of the below firm is associated the most with design thinking?
    a) Ikea   b) Ideo   c) Idea   d) Ikei

23. Which of the below in incorrect?
    a) PepsiCo has turned Design thinking into its strategy
    b) Air BnB avoided bankruptcy and turned profitable using Design thinking
    c) Google has a 3 steps process to bring about new innovations
    d) All of these are correct

24. Which of the following is right?
    a) Design sensibilities are a combination of design features, qualities and aesthetics
    b) Empathy is to see no evil, hear no evil and speak no evil.
    c) Design sensibilities are complex feelings such as amenity, pleasantness, comfort, pleasure, etc.
    d) Empathy is seeing with your own eye, hearing with your own ear and feeling the pain with your ownheart.
    d) a and d

25. Identify the correct statement
    a) To derive the power of design thinking, individual's teams and organizations must have a leap of faith about the existence of a solution.
    b) Leap of-faith is the page in the manual of design thinking containing the core philosophy about design thinking
    c) Design thinking Pre-supposes that some people are inherently creative and become successful in creative product development. The team should have atleast one such person.
    d) None of these

26. A college is redesigning its website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?
    a) College rules and regulations
    b) Information on faculty members
    c) Information about courses
    d) Alumni details

27. At what step do you want to complete the POV point of view?
    a) Empathy
    b) Prototype
    c) Define
    d) Ideate

28. Rototype should only be demonstrated and tested within the team
    a) True
    b) False

29. When defining a problem, your problem statement should include a solution.
    a) True
    b) False

30. No alterations are to be made in the design after testing phase.
    a) True
    b) False

31. Being an experimental phase, continuous iterations can take place here, which phase it refers to?
    a) Define
    b) Empathize
    c) Prototype
    d) None of these

32. You would interview people to gain an understanding of how they feel during the _____ stage of Design thinking.
    a) Prototype
    b) Define
    c) Ideate
    d) Empathize

33. During which stage would you, consult experts to learn more about the areas of concern and to gain an understanding other people experience.
    a) Prototype
    b) Define
    c) Ideate
    d) Empathize

34. During which stage would you write a problem statement focused on a specific need or goal
    a) Prototype
    b) Define
    c) Ideate
    d) Empathize

35. Which of the following is not one of the profiles of design thinkers?
    a) Empathy
    b) Simplicity
    c) Integrative thinking
    d) Experimentalism

36. Design Thinking Approach leads to
    a) Technology centric designs
    b) Marketing centric designs
    c) People centric design
    d) All of these

37. Which one of the following is not a phase of prototyping model?
    a) Quick design
    b) Prototype refinement
    c) Coding
    d) Engineer product

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38. What is point of view (POV) in design thinking?
a) A report from the design team about the product
b) A customers opinion about interactions with your brand
c) A written statement of a customer's problem or need
d) The opinion of the manager about how to brainstorm

39. Where do the insights in point of view (POV) in design thinking come from?
a) Researching other products on the market
b) Interviewing the general public on social media
c) Synthesizing the data that has been gathered
d) Developing ideas during brainstorming

40. _____ story telling is the most compelling type
a) Aural   b) Visual   c) Textual   d) All of these

41. The three "I" s of Design thinking DO NOT include
a) Interest   b) Implementation   c) Inspiration   d) Ideation

42. 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

43. Design thinking is best suited to addressing problems at the intersection of
a) Business and society
b) Logic and emotion
c) Human needs and economic demands
d) All 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 these

45. BPM stands for
a) Building Product Management
b) Business Product Management
c) Business Process Management
d) Basic Product Management

46. _____ 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 of them

47. Journey Mapping is also called _____ mapping
a) Path   b) Experience   c) Conduct   d) Feedback

48. Design thinking principles DO NOT include
    a) Feasibility
    b) Viability
    c) Desirability
    d) Credibility

49. Frank Robinson defined and coined the term
    a) Design thinking
    b) Mind mapping
    c) MVP
    d) Hypothesis

50. Design thinking has
    a) Nothing to do with graphic design
    b) Nothing to do with architectural design
    c) Very little to do with UI and UX design
    d) Everything to do with products that succeed.

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