

HI-TECH Institute of Engineering & Technology, Ghaziabad**ODD SEMESTER 2022-23****DEPARTMENT OF MANAGEMENT & COMMERCE****PUT EXAMINATION**

Subject :Design Thinking

Code: KMBN 106

Time: 3 Hours

Maximum Marks: 100

Note: Attempt Questions from all Sections as per Instructions**Section -A****Q1) Attempt all Questions in brief****2 x 10 =20**

Q No.	Question	Marks	CO
a.	Why is managing of innovation process important & challenging?	2	CO1
b.	What do you understand by concentrated thinking?	2	CO2
c.	What is the meaning of iteration in design thinking	2	CO2
d.	Write the three perspectives through which the study of innovation & entrepreneurship can be	2	CO1
e.	What do you understand by design thinking exercise?	2	CO3
f.	Write the basis of de Bono methods.	2	CO2
g.	How are design thinking workshops beneficial?	2	CO2
h.	Write the elements of design thinking in healthcare.	2	CO3
i.	How does design thinking help in retail?	2	CO3
j.	Define the term ideate.	2	CO1

Section -B**Q2) Attempt any three questions****3 x 10=30**

Q No.	Question	Marks	CO
a.	Explain the role of Innovation in Industry & Organization.	10	CO1
b.	Describe the various stages involved in creative process.	10	CO1
c.	Why are design thinking workshops growing in popularity across industries? Discuss their various benefits.	10	CO2
d.	Discuss the role of design thinking in healthcare sector.	10	CO3
e.	Explain the role of design thinking in management decisions.	10	CO3

Section -C**Q3) Attempt any one part of the following****1x10=10**

Q No.	Question	Marks	CO
a.	Describe the process of innovation.	10	CO1
b.	What are the different types of creative thinking?	10	CO1

Q4) Attempt any one part of the following**1x10=10**

Q No.	Question	Marks	CO
a.	Discuss the various benefits of design thinking.	10	CO1
b.	How pharmaceutical sector solve the problems by using design thinking? Explain.	10	CO3

Q5) Attempt any one part of the following**1x10=10**

Q No.	Question	Marks	CO
a.	Discuss about various techniques of mind mapping.	10	CO2
b.	Describe the steps involved in implementing design thinking through a workshop.	10	CO2

Q6) Attempt any one part of the following**1x10=10**

Q No.	Question	Marks	CO
a.	Describe the different types of thinking hats.	10	CO2
b.	Write a detailed note on design thinking framework for finance processes.	10	CO3

Q7) Attempt any one part of the following**1x10=10**

Q No.	Question	Marks	CO
a.	Describe the benefits of design thinking in education sector.	10	CO3
b.	Discuss the design thinking case study in the area of retail.	10	CO3