

**MASTER OF VOCATION**  
**Entrepreneurship**  
**Subject: Design Thinking**  
**Subject Code: MED802**  
**Semester: First**  
**January 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

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**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

**Roll Number**

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**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**

**(10x2=20 Marks)**

- A. Define the concept of Design thinking?
- B. What is meant by Brainstorming?
- C. What is the Concept Development in context of Design thinking?
- D. How to observe users in their “natural habitat”?
- E. What do you understand by Prototyping?
- F. How we use Lead innovation in organisation?
- G. What do you mean by Assumption Testing?
- H. How to ways to create visual manifestations of concepts?
- I. Discuss the role of empathy in decision making?
- J. What do you mean by the term Co-Creation?

**SECTION -B (ESSAY TYPE QUESTIONS)**  
**(5x10=50 Marks)**

1. Explain the terminology and structure of Design thinking with example?
2. What is the meant by 'Status quo'? Explain the deliberately generate many fresh alternatives to the status quo.
3. What are the design criteria in the development of Educational Technology and e-Learning projects?
4. Explain the ways to engage stakeholders in the development of new concepts and how to assess the using data is true or not?
5. Explain the Brainstorming steps in your Business Ideas Development process.
6. How we choose the best ideas and evaluate into detailed solutions with example?
7. Short Notes:
  - (a) Target Stakeholders
  - (b) Process of Design thinking
8. Two years ago Madhu completed her degree in food technology. She worked for some time in a company manufacturing chutneys, pickles and murabbas. She was not happy in the company and decided to have her own organic food processing unit for the same. She set the





objectives and the targets and formulated action plan to achieve the same. One of her objective was to earn 10% profit on the amount invested in the first year. It was decided that raw materials like fruits, vegetables, spices, etc. will be purchased on three months' credit from farmers cultivating organic crops only. She also decided to follow the steps required for marketing of the products through her own outlets. She appointed Mohan as a production Manager who decides the exact manner in which the production activities are to be carried out. Mohan also prepared a statement showing the number of workers that will be required in the factory throughout the year. Madhu informed Mohan about her sales target for different products, areawise for the forthcoming quarter. While working on the production table a penalty of ₹100 per day for not wearing the caps, gloves and apron was announced.

Quoting lines from the above case identify and explain the different types of plans discussed.

\*\*\*\*\*END OF PAPER \*\*\*\*\*