

2202M034

MASTER OF VOCATION
Management Entrepreneurship
Subject: Design Thinking
Subject Code: MENT-802
Semester: First
February 2022
Theory (External): 70 Marks
Time: 03 Hours

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									

SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A) What do you mean by Target stakeholders?
- B) Explain the concept of lead innovation.
- C) What is meant by best idea?
- D) Discuss the role of brainstorming in design thinking.
- E) Highlight ant two advantages of design thinking.
- F) State any characteristics of a design thinker.
- G) What do you mean by Intent of Project?
- H) What is the role of empathy with regard to problem solving?
- I) What is meant by design thinking in organisation?
- J) Define any two barriers of design thinking.

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

1. Explain the different phases of thinking process. Also highlight the importance of define phase in brief?
2. Write short note:
 - a) Sources of information gathering
 - b) Prototyping

3. Define and elaborate the design thinking process in detail with suitable examples.
4. What are the different forms of communication used for communicating the new idea? Discuss.
5. Discuss the various underlying factors that help in selection of best idea.
6. What do you mean by frame of a brainstorming? Discuss the various techniques of brainstorming process.
7. Write short note :
 - a) Key assumption for new concept
 - b) Problem solving approach
8. Discuss the different ways for involving the stakeholders in the process of development of new concept. Also explain its impotance.

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