

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

MAJOR ELECTIVE COURSE – I
DESIGN THINKING FOR BUSINESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Identify the industry where Design Thinking has had the most impact.
(i) Medicine (ii) Technology
(iii) Construction (iv) Agriculture
- 2 The Growth Process Model primarily focuses on
(i) Innovation (ii) Efficiency
(iii) Communication, (iv) Profit
- 3 Find the tool used to visually organize information and concepts.
(i) Journey Mapping (ii) Storytelling
(iii) Co-Creation (iv) Mind Mapping
- 4 Which practice integrates Design Thinking to align with long-term business goals?
(i) Strategic Innovation (ii) Modular Innovation
(iii) Assumption Testing (iv) Value Chain Analysis,
- 5 Identify the key purpose of Business Process Management (BPM).
(i) Cost Cutting (ii) Employee Management
(iii) Process Optimization (iv) Marketing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a How will we define design Thinking?
OR
b Describe the key features of Design Thinking.
- 7 a Highlight the importance of the ideation phase in Design Thinking.
OR
b Describe the key steps in the Design Thinking process.
- 8 a Describe how Value Chain Analysis is used in Design Thinking?
OR
b Enumerate the steps involved in Assumption Testing.
- 9 a Bring out the distinction between radical and incremental innovation.
OR
b Explain the scope of Strategic Innovation in modern businesses.

Cont...

- 10 a Outline the key steps involved in Business Process Management (BPM).
OR
b Bring out the significance of user-centered approaches in Business Process Modeling.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Analyze the fundamental concept of Design Thinking and its significance.
OR
b Elucidate the resources necessary for implementing a successful Design Thinking.
- 12 a Illustrate how the Double Diamond process facilitates navigating complex problem spaces?
OR
b Elucidate how several approaches in Design Thinking complement the growth process mode?
- 13 a Analyze the role of Visualization in Design Thinking for solving complex problems.
OR
b Examine how Rapid Concept Development and Prototyping contribute to iterative design?
- 14 a Compare Architectural and Modular innovation with examples from different industries.
OR
b Show how Design Thinking practices can be integrated into Strategic Innovation for long-term success?
- 15 a Justify the use of Design Thinking in enhancing business process innovation in IT.
OR
b Examine the advantages of using Design Thinking in business process Modelling.

Z-Z-Z

END