

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - COMPUTER SCIENCE

DESIGN THINKING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is persona in Design thinking? a) A fictional character representing a user group b) A project timeline c) The final project design d) A team leader	K1	CO1
	2	Which design thinking phase involves selecting the most promising ideas and further? a) Define b) Ideation c) Prototype d) Test	K2	CO2
2	3	What is the purpose of 'Brainstorming' in the Ideation phase? a) To solve specific problems b) To develop a deep understanding of users c) To generate as many ideas as possible without judgment d) To evaluate the feasibility of solutions	K1	CO1
	4	Which tool is commonly used during the "Define" phase of Design Thinking? a) Mind Maps b) Customer Journey Maps c) Brainstorming d) SWOT Analysis	K2	CO2
3	5	Being an experimental phase, continuous iterations can take place here, which phase it refers to? a) Define b) Empathize c) Prototype d) Test	K1	CO1
	6	What is a key benefit of using Agile in a virtual collaboration environment? a) Rigid deadlines b) Flexibility in responding to changes c) Reduced interaction between team members d) Increased bureaucracy	K2	CO2
4	7	What is DT in strategic innovation primarily refer to? a) Decision Trees b) Decision Theory c) Development Timeline d) Disruptive Technology	K1	CO1
	8	During the "Ideation" phase, which technique is often used to generate innovative ideas? a) Mind mapping b) SWOT analysis c) Brainstorming d) Competitive analysis	K2	CO2
5	9	Which of the following best describes the mindset encouraged in a Design Thinking workshop? a) Linear and structured b) Customer-centric and iterative c) Profit-focused and hierarchical d) Risk-averse and data-driven	K1	CO1
	10	Which of the following is the correct sequence of stages in the Design Thinking process? a) Empathize, Define, Ideate, Prototype, Test b) Define, Prototype, Empathize, Test, Ideate c) Ideate, Define, Empathize, Prototype, Test d) Prototype, Test, Ideate, Define, Empathize	K2	CO2

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the Research stage in the design process.	K6	CO5
	(OR)			
	11.b.	Explore presentation signers across the globe.		
2	12.a.	What is refinement thinking in images? Explain about the presentation ideas, brainstorming in idea generation.	K6	CO5
	(OR)			
	12.b.	Discuss on the Empathy for Design in brief.		
3	13.a.	Describe on Vocabulary Implementation Format.	K6	CO3
	(OR)			
	13.b.	Discuss on the Design Thinking to Business process modelling.		
4	14.a.	Correlate the sense making and extreme competition in design thinking for innovation growth.	K6	CO3
	(OR)			
	14.b.	What business challenges can be addressed using Design Thinking?		
5	15.a.	How do you create an Ideation workshop?	K4	CO1
	(OR)			
	15.b.	What is Ideation? Explain how to Prepare for Ideation session in workshop?		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What is Minimum Viable Product? Explain the design thinking approach in MVP.	K4	CO1
2	17	Explain about the tools used for design thinking.	K6	CO4
3	18	Explain about “Agile” in virtual thinking Environment.	K6	CO3
4	19	Elaborate on Business Model Design.	K3	CO2
5	20	How to structure and run a successful design thing workshop?	K6	CO5

Z-Z-Z

END