

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

DISCIPLINE SPECIFIC ELECTIVE – II: 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 Process innovation refers to
 - (i) the development of a new service
 - (ii) the development of a new product.
 - (iii) the development of a new products and services
 - (iv) the implementation of new or improved production method
- 2 Innovation can help to provide a temporary competitive advantage when
 - (i) there are few other competitors
 - (ii) barriers to entry are high
 - (iii) barriers to imitations are low and intellectual property rights are difficult to enforce
 - (iv) barriers to entry are low.
- 3 Which of the following is not a part idea selection process in design thinking
 - (i) prototyping
 - (ii) identifying selection criteria
 - (iii) grouping related concepts together
 - (iv) deliberating
- 4 Which of the following in correct chronology in the context of design thinking application
 - (i) empathize,prototype,ideate,define, test
 - (ii) ideate,define,prototype,test,empathize
 - (iii) empathize, define,ideate, prototype,test
 - (iv) empathize, ideate, define,prototype,test
- 5 The period of business when an entrepreneur must position the venture in the market and make necessary adjustments to assure survival
 - (i) pre-start up stage
 - (ii) start up stage
 - (iii) early growth stage
 - (iv) later growth stage

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Describe features of design thinking.
OR
b Show the fundamental concepts of design thinking.
- 7 a State the growth process model in design thinking.
OR
b Explain the double diamond process in design thinking.
- 8 a Summarise journey mapping method in design thinking.
OR
b Outline the prototype method in design thinking.

Cont...

- 9 a Develop the innovation matrix.
OR
b Sketch the importance of strategic innovation design thinking.
- 10 a State the advantages of business process modelling.
OR
b State the problem solving in design thinking.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the principles of design thinking.
OR
b Sketch out the resources needed for design thinking.
- 12 a Discuss the stages in design thinking process.
OR
b Enumerate the various approaches in design thinking process.
- 13 a Elucidate value chain analysis and brain storming.
OR
b Describe co-creation and story telling.
- 14 a Compare and contrast disruptive v/s sustaining innovations.
OR
b Compare and contrast architectural and modular innovations.
- 15 a Justify the use of business modelling in design thinking.
OR
b Point out the applications of information and communication technology in design thinking.

Z-Z-Z

END