

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

PG DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

TRANS DISCIPLINARY COURSE ° (Common to PG Programmes)

DESIGN THINKING AND INNOVATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

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.	Analyse the need of Design Thinking.	K4	CO1
		(OR)		
	11.b.	Elaborate the foreseeing trends.		
2	12.a.	Examine Bench marking in Prototyping process.	K4	CO2
		(OR)		
	12.b.	Illustrate Mind mapping techniques.		
3	13.a.	Discuss on Service design thinking.	K4	CO3
		(OR)		
	13.b.	Analyse on the pros and cons of service designs.		
4	14.a.	Evaluate Design driven innovation.	K6	CO4
		(OR)		
	14.b.	Explain various types of Business innovation models.		
5	15.a.	Examine application of design thinking in marketing.	K4	CO5
		(OR)		
	15.b.	Illustrate the solutions for any one business and social problem .		

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	Infer the model of Design thinking.	K4	CO1
2	17	Examine the Affinity diagram.	K5	CO2
3	18	Elaborate the methods used to understand the customers' needs.	K4	CO3
4	19	Evaluate the seven modes of Design Innovation Process.	K6	CO4
5	20	Interpret the concept of design thinking in Healthcare sector.	K4	CO5