

**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 × 1 = 10)

<b>Module No.</b>	<b>Question No.</b>	<b>Question</b>	<b>K Level</b>	<b>CO</b>
<b>1</b>	<b>1</b>	Which of the following stages is typically included in the Design Thinking process? a) Evaluation                      b) Implementation c) Testing                          d) All of the above	K1	CO1
	<b>2</b>	Which aspect of the Design mindset involves adapting to new information and changes in the environment? a) Forming an intent            b) Sensing changing conditions c) Foreseeing trends            d) Reframing problems	K2	CO1
<b>2</b>	<b>3</b>	In which phase of Design Thinking are low fidelity cost effective models created to explore solutions? a) Define                          b) Prototype c) Test                                d) Empathize	K1	CO2
	<b>4</b>	What is the primary objective of the "Test" phase in Design Thinking? a) To identify the user's needs and challenges b) To brainstorm possible solutions c) To evaluate the feasibility of prototypes and gather user feedback d) To understand the context of the problem	K2	CO2
<b>3</b>	<b>5</b>	Which principle is a key focus in service design thinking? a) Standardization              b) Co-creation c) Cost reduction                 d) Risk aversion	K1	CO3
	<b>6</b>	Which tool is commonly used in service design to visualize customer interactions? a) Gantt chart                      b) Service blueprint c) SWOT analysis                d) Financial model	K2	CO3
<b>4</b>	<b>7</b>	What is an example of disruptive innovation? a) A slight change in packaging design b) The introduction of smartphones c) Increasing the speed of manufacturing d) Reducing prices of current products	K1	CO4
	<b>8</b>	Which of the following factors is most important for fostering innovation within a company? a) Strict adherence to standard operating procedures b) A culture that encourages creativity and experimentation c) High employee turnover d) Centralized decision -making	K2	CO4
<b>5</b>	<b>9</b>	In design thinking, "Design Economics" primarily refers to: a) The cost of materials b) The value created through design c) The pricing strategy for products d) The budget for design projects	K1	CO5
	<b>10</b>	Design activism aims to a) Focus solely on profit-making solutions b) Inspire solutions with global potential c) Maintain traditional design practices d) Limit innovation in design processes	K2	CO5

**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

Z-Z-Z

END