

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – **BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)**

MAJOR ELECTIVE COURSE – I : DESIGN THINKING FOR BUSINESS

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	Who is widely regarded as the pioneer of Design Thinking? a) Tim Brown b) Steve Jobs c) Elon Musk d) Bill Gates	K1	CO1
	2	In business, Design Thinking is primarily used to improve experience a) Cost b) Customer c) Market d) Revenue	K2	CO1
2	3	The Double Diamond process was first introduced by which organization? a) IDEO b) Design Council c) Google d) Apple	K1	CO2
	4	In the stages of Design Thinking, which stage focuses on identifying user needs clearly? a) Empathize b) Define c) Ideate d) Test	K2	CO2
3	5	_____ is used to show the sequence of customer interactions. a) Visualization b) Journey Mapping c) Brainstorming d) Prototype	K1	CO3
	6	_____ helps to check the accuracy of beliefs before action a) Co-Creation b) Storytelling c) Mind Mapping d) Assumption Testing	K2	CO3
4	7	Identify the innovation that creates new markets and value networks. a) Disruptive b) Sustaining c) Radical d) Incremental	K1	CO4
	8	_____ strategic innovation include novelty, value creation, and implementation. a) Features b) Scope c) Matrix d) Practices	K2	CO4
5	9	Identify the framework used to manage and improve business processes. a) BPMN b) BPM c) ERP d) CRM	K1	CO5
	10	Problem solving using design thinking _____ in nature a) Iterative b) Linear c) Sequential d) Fixed	K2	CO5

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 importance of principles of Design Thinking in solving organizational problems.	K2	CO1
		(OR)		
	11.b.	Discuss the fundamental concepts of the Design Thinking approach.		

Cont...

2	12.a.	Apply the Double Diamond process to design an innovative solution.	K3	CO2		
	(OR)					
	12.b.	Demonstrate the stages involved in the Design Thinking process.				
3	13.a.	Apply journey mapping to show the steps of a user's experience.	K3	CO3		
	(OR)					
	13.b.	Implement the assumption testing to reduce uncertainty in a new idea.				
4	14.a.	Examine types of innovations with suitable examples.	K4	CO4		
	(OR)					
	14.b.	Investigate the features of strategic innovation to understand their impact on organizational growth.				
5	15.a.	Examine business process management to identify its key components.	K4	CO5		
	(OR)					
	15.b.	Analyse the approaches in problem solving with design thinking.				

SECTION -C 30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Distinguish between traditional problem-solving methods and Design Thinking approach.	K4	CO1
2	17	Examine how the stages of Design Thinking and the Growth Process Model can complement each other in problem-solving.	K4	CO2
3	18	Evaluate storytelling to show how they alters the way information is understood by peers.	K4	CO3
4	19	Inspect how integrating design thinking enhances strategic innovation outcomes.	K4	CO4
5	20	Evaluate the role of design thinking in improving business process modelling.	K4	CO5