

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PG DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

TRANS DISCIPLINARY COURSE
(Common to PG Programmes)

DESIGN THINKING AND INNOVATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Design Thinking is:
 - (i) Thinking about Design
 - (ii) Designing ways in which people think
 - (iii) Asking users to solve problems
 - (iv) Defining, framing, and solving problems from users' perspectives
- 2 What are the steps of the design thinking process?
 - (i) Understand > Draw > Ideate > Create > Test
 - (ii) Empathise > Define > Ideate > Prototype > Test
 - (iii) Empathise > Design > Implement > Produce > Test
 - (iv) Understand > Define > Ideate > Produce > Try
- 3 Design Thinking typically helps in _____
 - (i) Innovation
 - (ii) Data Analytics
 - (iii) Financial Planning
 - (iv) Operational Efficiency
- 4 What is the first step in the Designing Thinking Process?
 - (i) Empathise
 - (ii) Define
 - (iii) Ideate
 - (iv) Prototype
- 5 After Prototype, the next is to _____.
 - (i) Test
 - (ii) Define
 - (iii) Ideate
 - (iv) Empathise

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Infer Cognitive Creativity.
OR
b Enumerate the concept of design thinking.
- 7 a Infer the term mind mapping.
OR
b Examine brainstorming and reverse brainstorming.
- 8 a Demonstrate the concept of converting need into demand.
OR
b Infer a note on basics of service Design.
- 9 a Examine the term Innovation.
OR
b Infer the characteristics of Design innovation process model.

Cont...

- 10 a Enumerate how design thinking is applied to solve business problems.
OR
b Infer the meaning Design activism.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Analyse the principles of design thinking.
OR
b Enumerate the need for design thinking.
- 12 a Illustrate cause and effect diagram.
OR
b Interpret a note on design thinking techniques.
- 13 a Infer the use of design thinking in service sector.
OR
b Explain the principles of service design thinking.
- 14 a Analyze the different types of innovation frame work.
OR
b Illustrate the role of innovation and creativity in an organization.
- 15 a Infer how design thinking can be applied to solve social problems with an example.
OR
b Elucidate on business models.

Z-Z-Z

END