



PAPER ID-310167

Printed Page: 1 of 1

Subject Code: KOE077

Roll No:

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BTECH
(SEM VII) THEORY EXAMINATION 2023-24
DESIGN THINKING

TIME: 3 HRS**M.MARKS: 100**

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20

Qno.	Question	Marks
a.	What is Design Thinking?	2
b.	Define Innovation and Creativity.	2
c.	What do you understand by I (self)?	2
d.	What is Actualization?	2
e.	Define Target Groups.	2
f.	Write about Idea Generation.	2
g.	What is Critical Thinking?	2
h.	State about Tribalism.	2
i.	What is a Logic Condition?	2
j.	Define Scientific Reasoning.	2

SECTION B

2. Attempt any three of the following: 10 x 3 = 30

a.	Discuss 13 Musical Notes for Design Mindset in management.	10
b.	Describe the gap between desires and actualization with example.	10
c.	What are the Idea Generation-basic design directions?	10
d.	Explain the difference between critical and ordinary thinking.	10
e.	Discuss the concept identifying premises and conclusion with truth and logic conditions	10

SECTION C

3. Attempt any one part of the following: 10 x 1 = 10

a.	Distinguish between rhetorical and augmentative space.	10
b.	Explain the creativity in teams and their environments.	10

4. Attempt any one part of the following: 10 x 1 = 10

a.	Briefly explain the Ethical Behavior and why is it important?	10
b.	Discuss empathy maps and emotional mapping with suitable examples	10

5. Attempt any one part of the following: 10 x 1 = 10

a.	Explain Double Diamond Approach with example.	10
b.	What are ideation activity games? Discuss in detail.	10

6. Attempt any one part of the following: 10 x 1 = 10

a.	What are critical thinking skills with linking ideas?	10
b.	Discuss the concept cognitive bias, tribalism, and politics.	10

7. Attempt any one part of the following: 10 x 1 = 10

a.	Discuss deductive argument with argument diagrams.	10	5
b.	What are the obstacles incurred in critical thinking.	10	5