MRA (SEM I) THEORY EXAMINATION 2021-22 DESIGN THINKING

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If you require any missing data

		Section-A	(10X2=2	0)
Q. No	. \	Question	Marks	CO
	a	Determine Cognitive Creativity.	2	1
Γ	b	Examine the term Innovation.	2	1
Γ	c	Show the characteristics of Design Thinkers.	2	1
Ī	d	Apply the meaning of Divergent Thinking.	2	1
. 1	e	Examine the term Personas.	2	2
1.	f	Infer the meaning of Mind Mapping.	2	2
	g	Outline the term Empathy.	2	2
	h	Infer the need of brainstorming in design thinking.	2	3
	T _i	Analyse the statement Design thinker need to work in team.	2	3
	1	Infer the meaning of Prototype.	2	3
		Section-B		
A ++	omn	t any TWO of the following:	(15X2=	=30)
A	cmp	Case Analysis		- 4
l		The the student with an MRA degree as well. One day noticed that	1	
1		the state there were hears of placing hollies. After was very upout		
		the same string and wanted to remove the plastic polities as he was to	1.7	
		and of the hazardous effects of the plastic to environment. An innovative	è.	
1		living same to his mind to come in with a recycling machine which would be	Marks	co
Q.	No.	and the plastic waste to 80%. He wanted to build the machine, but the	[TRACE PAGE	
		the same was have so he horrowed money from his		
		has been supported in order to encourage the public, he had		
		I have been a second. He thought of providing money to the ones why i		
		come up with plastic bottles which would help him serve the purpose of		
		reducing the plastic waste. Generate the importance of being creative and following innovation with	15	1
	2	possible differences.		-
		possible differences. Integrate the guidelines to be followed during all the design thinking steps.	15	2
	3	Integrate the guidelines to be followed during all the design during steps. Derive as design thinkers the steps Arun can take to come up with the	15	3
		Derive as design thinkers the say		
•	4	product. Section-C	/EV1/	
		No.	(5X10	(UC-
	a erre tra	t all of the following Ouestion	Marks	CO
Alle	-mp	Question		
^	. No.	Illustrate the role of innovation and creativity in Organizations. OR organizations.	10	1
Q.		to of innovation and cleativity in organical		
		Illustrate the role of and OR		
	_	totion process in driving milevation	10	2
,	5	Illustrate the role of innovation OR Analyse the implementation process in driving Innovation Analyse the role of design thinking in Health Sector. OR		
4)	1 O DODEN NO 1877 A 1-A(OD DOSY		
		All at steet the role of design OR		ı
		Tillustrate the second which lists ucough		
		Tillustrate the second which lists ucough	10	2
	 6	Tillustrate the second which lists ucough	10	2
		Analyse the improved design thinking OR Illustrate the role of design thinking OR Analyse among service industry the one company which uses design thinking. Analyse among service industry the one company which uses design thinking. OR Infer the advantages of Design Thinking in Retail sector with an example.	\	

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MBA (SEM I) THEORY EXAMINATION 2021-22 DESIGN THINKING

	Analyse the use of Design Thinking Process in Service sector.		
8	Design a strategy if as a business you fail during prototype stage what steps you would take afterwards.	10	3
	Integrate the difference between Empathy and Prototype stage.		
9	Generate the use of design thinking in Education Sector.	10	3
	OR Design a strategy if you want to start a business with an innovative idea.		

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