

Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER M.A. (ID) DEGREE EXAMINATION – NOVEMBER 20 19

SUBJECT: MID 603 – DESIGN THINKING AND ANALYSIS
(2016 SCHEME)

Wednesday, November 20, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Illustrate the answer with sketches and flow chart if needed.

1. Explain the difference between design thinking and scientific method.
(10 marks)
2. What is lateral thinking, traditional thinking and vertical thinking and give examples for each.
(10 marks)
3. Explain how design thinking could help solve problem in the following fields:
3A. Business
3B. Health care
(5+5 = 10 marks)
4. Explain the importance of 5 Why's concept.
(10 marks)
5. Explain the following terms in detail about a brand:
5A. Story line
5B. Funding
5C. Advertisements
5D. Marketing
(2½ marks × 4 = 10 marks)
6. Explain inductive reasoning with a help of example.
(10 marks)

