

# Question Paper

Exam Date & Time: 08-May-2024 (02:30 PM - 05:30 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

VI Semester End Semester Examination

**DESIGN THINKING [HUM 4060]**

**Marks: 50**

**Duration: 180 mins.**

### PART-A

**Answer all the questions.**

1. Write neatly and legibly.
2. Give examples wherever required..

- 1) Discuss the different Mindsets required by a Design Thinker. Why do mindsets matter in Design thinking? (4)
  - A)
  - B) List any 6 important differences that are prevalent between human-centered design and user-centered design. (3)
  - C) Illustrate the significance of maintaining an optimal balance between Analytical and Intuitive thinking with suitable example. (3)
- 2) Demonstrate the stages involved in Stanford's Design Thinking Process using a suitable example. (5)
  - A)
  - B) Explain why the design thinking process is viewed as an emotional journey and mention any 2 challenges encountered in design thinking process. (3)
  - C) Identify what does Marketing Environmental Analysis aim to achieve? (2)
- 3) Analyse the major challenges that any business encounters and how design thinking can help to overcome them. (4)
  - A)
  - B) Describe the Consumer Behavior Model's Passive and Economic views. (3)
  - C) Explain the steps that the company takes to Position itself in the competitive landscape. (3)
- 4) Explain the fundamental/basic building blocks of a business canvas. (4)
  - A)
  - B) Explain any 3 needs for developing a business model. (3)
  - C) Illustrate the structure of the strategic plan. (3)
- 5) Discuss any 2 tools used to empathize the customers. (4)
  - A)
  - B) What is body storming? How to conduct a body storming session? (3)
  - C) Explain the SCAMPER technique used in design thinking. (3)

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