

Question Paper

Exam Date & Time: 25-Jun-2024 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER

DESIGN THINKING [HUM 4060]

Marks: 50

Duration: 180 mins.

MAKEUP EXAMINATION JUNE 2024

Answer all the questions.

Write neatly and legibly.

Give suitable examples wherever necessary.

- 1) Interpret the importance of having optimistic and collaborative mind-set for a design thinker with suitable examples for each. (4)
 - A)
 - B) List any 6 characteristics of human-centered design. (3)
 - C) Illustrate the concept of Design Innovation. (3)
- 2) Explain 5 reasons why implementing Design Thinking approach matters in today's business. (5)
 - A)
 - B) A design thinker should have to face anxiety and also have to be optimistic throughout the project duration. Whether the above statement is true or false? Justify your answer with suitable example. (3)
 - C) Explain how Marketing differs from Design Thinking approach. (2)
- 3) Enumerate any 2 major challenges that any business encounters and how design thinking can help to overcome them. (4)
 - A)
 - B) Describe the Consumer Behavior Model's Cognitive and Impulsive views. (3)
 - C) Explain the steps that the company takes to target the consumer market. (3)
- 4) What is a business model and why do we need it? Explain.. (4)
 - A)
 - B) Explain any 3 types of business model. (3)
 - C) Explain the importance of strategy development. (3)
- 5) Illustrate embracing analogies and 5 why tools technique used to empathize the customers. (4)
 - A)
 - B) Differentiate between Brain Storming and Body Storming. (3)
 - C) Explain the steps to run Ideation phase in design thinking. (3)

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