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EAST POINT COLLEGE OF ENGINEERING & TECHNOLOGY

An Autonomous Institution Affiliated to Visvesvaraya Technological University (VTU) Belagavi

EPIDK108/208

USN: | | | | | | | | | | |

First / Second Semester B.E. Degree Examination, MAY 2026

Innovation and Design Thinking

Time: 1 hr. **Max Marks: 50**

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the fifty questions, each question carries one mark.
2. Use only Black ball point pen for darkening the circles.
3. For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.
4. Darkening two circles for the same question makes the answer invalid.
5. Damaging/overwriting, using whiteners on the OMR sheets are strictly prohibited.

Question Paper Version - A

SECTION - A: Answer Following Questions. 50 M

Q.N.	Questions
1	The final step in the Design Process is to ____ **A)** Test **B)** Define **C)** Ideate **D)** Empathize
2	During which stage would you consult experts to learn more about the areas of concern and to gain an understanding of other people's experiences? **A)** Prototype **B)** Define **C)** Ideate **D)** Empathize
3	During which stage would you gather information about people's needs and motivations? **A)** prototype **B)** define **C)** ideate **D)** empathize
4	The first step in the Design Process is to ____. **A)** test **B)** define **C)** ideate **D)** empathize
5	You would interview people to gain an understanding of how they feel during the ____ stage of Design Thinking. **A)** test **B)** define **C)** ideate **D)** empathize
6	What happens in the test stage of design thinking? **A)** You conduct a written test of your design team **B)** You allow consumers to test a product or service. **C)** You engage in internal testing with employees. **D)** You test products designed by competitors.
7	Collecting _____ is an important portion of testing a prototype in the test stage of design thinking. **A)** Picture **B)** Money **C)** Feedback **D)** emails
8	Design Thinking is: **A)** Thinking about design **B)** Designing ways in which people think **C)** Asking users to solve problems **D)** Defining, framing and solving problems from users' perspectives

9	What are the steps of Design Thinking Process?			
	A)	Understand > Draw > Ideate > Create > Tes	**B)**	Empathise > Define > Ideate > Prototype > Test
	C)	Empathise > Design > Implement > Produce > Test	**D)**	Understand > Define > Ideate > Produce > Try
10	Which of the below firm is associated the most with Design Thinking?			
	A)	ikea	**B)**	ideo
	C)	idea	**D)**	ikio
11	Design thinking typically helps in _____			
	A)	Innovation	**B)**	Data Analytics
	C)	Financial planning	**D)**	operational efficiency
12	Which of the below is incorrect?			
	A)	PepsiCo has turned Design Thinking into its strategy	**B)**	Air BnB avoided bankruptcy and turned profitable using Design Thinking
	C)	Google has a 3 step process to bring about new innovations	**D)**	All of the above are correct
13	Which of the following is not one of the profiles of design thinkers?			
	A)	Empathy	**B)**	Simplicity
	C)	Integrative thinking	**D)**	Optimism
14	Majority of the top executives regarded ..... as one of the top 3 leadership qualities?			
	A)	Empathy	**B)**	Creativity
	C)	Humility	**D)**	qualifications
15	Identify the correct statement			
	A)	To derive the power of design thinking, individuals, teams, and organizations must have a leap of faith about the existence of a solution.	**B)**	Leap of faith is the page in the manual of design thinking containing the core philosophy about design thinking
	C)	Design thinking presupposes that some people are inherently creative and become successful in creative product development. The team should have at least one such person	**D)**	None of the above.
16	Which of the following statements is correct?			
	A)	Design thinking is convergence-divergence process	**B)**	Design thinking is a linear process of product development that compulsorily involves validation at the end of the product development
	C)	Design thinking is regarded as a lean start-up process.	**D)**	Design thinking follows the agile process of product development.
17	A college is redesigning its website. Current students are the main users of the website. Which one of the below elements should definitely be on the website?			
	A)	College rules and regulations	**B)**	Information on faculty members
	C)	Information about courses	**D)**	Alumni details
18	In design, where does the information used to put together a problem statement come from?			
	A)	The Design Stage	**B)**	the Define Stage
	C)	The Empathize Stage	**D)**	The Testing Stage
19	Which is NOT a good interview strategy for the Empathy step?			
	A)	Encourage the person to talk about experiences.	**B)**	Encourage short answers that get right to the point.
	C)	Ask follow-up questions to get more information.	**D)**	Try to uncover needs people may or may not be aware of

20	Which is NOT an aspect of the Define step of design thinking? **A)** Create a composite user to give perspective to the solution **B)** Develop a Point of View statement to state user's need **C)** Define as many possible solutions to the problem as possible **D)** Recognise a challenge with a "How Might We" question
21	At what step do you want to complete the POV - point of view? **A)** Empathy **B)** prototype **C)** define **D)** ideate
22	The initial design brief is provided by **A)** Designer **B)** User **C)** Both of them **D)** Client
23	Mallika is creating a new product for Architectural college students. She takes a design thinking approach. Her first step is, addressing who she is creating the product for? And conducts research on understanding the market. What is this step in the design thinking process? **A)** Define **B)** ideate **C)** empathize **D)** prototype
24	What element of User Experience Design would the design strategy fall under? **A)** Interaction Design **B)** Experience Strategy **C)** User Research **D)** Information Architecture
25	User persons are created during which phase of design process **A)** Design stage **B)** Discover stage **C)** Develop stage **D)** None of the above
26	What helps the design team and client to visualize and handle the design concept **A)** define **B)** ideate **C)** empathize **D)** prototype
27	The ultimate goal of design thinking is to help you design better **A)** services **B)** products **C)** experiences **D)** all of the above
28	In the delivery phase we **A)** iterate **B)** test **C)** prototype **D)** all of the above
29	Design thinking has **A)** Nothing to do with graphic design **B)** Nothing to do with architectural design **C)** Very little to do with UI and UX design **D)** Everything to do with products that succeed
30	what is the way to narrow down the thoughts to reach at the final solution **A)** Convergent thinking **B)** Divergent thinking **C)** None of them **D)** Both of them
31	What is the key in any design thinking process? **A)** Empathy **B)** Defining the problem **C)** Designing the solution **D)** None of these
32	The goal of the prototype phase is? **A)** To understand what component of your idea didn't work **B)** To understand what component of your idea work **C)** Both of them **D)** None of them

33	MVP stands for			
	A)	Most viable product	**B)**	Maximum viable product
	C)	Minimum viable product	**D)**	None of above
34	Being an experimental phase, continuous iterations can take place here, which phase it refers to?			
	A)	Define	**B)**	Empathise
	C)	Prototype	**D)**	None of them
35	Design Thinking process began with the following 3 steps:			
	A)	Understand - Improve – Apply	**B)**	Define – Ideate – Build
	C)	Study – Solve – Create	**D)**	Understand – Ideate – Create
36	User persons are created during which phase of design process			
	A)	Design stage	**B)**	Discover stage
	C)	Develop stage	**D)**	None of the above
37	_____ was IDEO'S first expression of design thinking.			
	A)	Deep-Design	**B)**	Deep-Dive
	C)	Deep-Structure	**D)**	Study-Dive
38	_____ Helps the design team and client to visualize and handle the design concept			
	A)	define	**B)**	ideate
	C)	empathise	**D)**	prototype
39	Human-centric design was re-interpreted as an acronym to mean			
	A)	Hear, Create, Deliver	**B)**	Hear, Create, Design
	C)	Hold, Create, Deliver	**D)**	Hear, Compile, Deliver
40	The ultimate goal of design thinking is to help you design better			
	A)	Services	**B)**	Products
	C)	Experiences	**D)**	All of the above
41	Design thinking typically is a			
	A)	Non-linear process	**B)**	Linear process
	C)	Cyclic process	**D)**	None of the above
42	In the Create phase we DO NOT			
	A)	Recognise existing knowledge in the challenge space	**B)**	Recruit participants for the co-design task from a diverse pool of those affected
	C)	Maintain awareness of sensitivities by avoiding judgements	**D)**	Encouraging storytelling and expression
43	Design thinking has			
	A)	Nothing to do with graphic design	**B)**	Nothing to do with architectural design
	C)	Very little to do with UI and UX design	**D)**	Everything to do with products that succeed.
44	..... is the way to narrow down the thoughts to reach at the final solution			
	A)	Convergent thinking	**B)**	Divergent thinking
	C)	None of them	**D)**	Both of them
45	Design thinking is also known as			
	A)	Adaptable Enquiry	**B)**	Strategic design thinking
	C)	Transformation by design	**D)**	All of the above
46	Design thinking follows			
	A)	Waterfall Model	**B)**	Agile methodology
	C)	Both of these	**D)**	None of these

47	The goal of the prototype phase is			
	A)	To understand what component of your idea didn't work	**B)**	To understand what component of your idea worked
	C)	Both of them	**D)**	None of them
48	BPM stands for			
	A)	Building Product Management	**B)**	Business Product Management
	C)	Business Process Management	**D)**	Basic Product Management
49	_____ is an iterative and incremental method of managing development and design.			
	A)	Waterfall Model	**B)**	Agile Methodology
	C)	Cyclic Methodology	**D)**	All of the above
50	Which of the following sequences in correct for Waterfall Methodology?			
	A)	Define – Design – Develop – Test - Deploy	**B)**	Define – Develop – Design - Test - Deploy
	C)	Define – Design – Develop – Deploy – Test	**D)**	Design - Define – Develop – Test - Deploy