

NETTUR TECHNICAL TRAINING FOUNDATION
DIPLOMA IN INFORMATION TECHNOLOGY & DATA SCIENCE-CP09
III SEMESTER REGULAR & SUPPLEMENTARY EXAMINATION-JAN 2023

Subject: Design Thinking
Subject Code: CP09319T

Total Time: 2 Hr.
Total Marks: 50 marks

PART B

1.0 ANSWER ANY EIGHT OF THE FOLLOWING **2*8=16**

- 1.1 What is design thinking and why is it so popular?
- 1.2 How empathy helps design thinker in design process?
- 1.3 Define the empathy mapping with four constraints.
- 1.4 What is a prototype?
- 1.5 How to Ideate?
- 1.6 Define Canvas in Business
- 1.7 Define the term Fierce Competition.
- 1.8 What is the benefit of idea validation?
- 1.9 What is the benefit of a good marketing strategy?
- 1.10 Which are the important parameters for a great business?

2.0 ANSWER ANY SIX OF THE FOLLOWING **3*6=18**

- 2.1 What are the problems which can be solved by using design thinking?
- 2.2 List out some empathize methods
- 2.3 What are the elements that influence Ideation session?
- 2.4 List out the methods which help you to define synthesize.
- 2.5 What are the 8 common methods of prototyping that can be used in design thinking?
- 2.6 List out the key challenges for startups.
- 2.7 What are the three key parameters in design thinking that define a successful product/service? Explain with neat diagram
- 2.8 What are the obstacles we face during solving a problem?

3.0 ANSWER ANY FOUR OF THE FOLLOWING **4*4=16**

- 3.1 What are the different stages of design thinking?
- 3.2 Explain about how to avoid six common pitfalls in prototyping phase in design thinking.
- 3.3 How can you apply system thinking and agile methodology in your work?
- 3.4 List out the reasons for startup failures.
- 3.5 List out the nine boxes of Canvas
- 3.6 What is the role of investors in business success?

