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Question Paper Code: 99458

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2022

Open elective

Civil Engineering

19UEC958– DESIGN THINKING FOR INNOVATION

(Common to CSE, EEE, Mechanical, IT, Chemical, Agriculture and Biomedical, CSBS & Biotechnology Engineering Branches)

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (5x 1 = 5 Marks)

1. First process of design thinking is ----- CO1- U
(a) Idea (b) Protocol (c) Empathy (d) Prototype
2. Which of the following is not a design thinking process. CO1- U
(a) Empahize (b) Design (c) Ideate (d) Sales
3. Brain storming is a based on ----- CO1- U
(a) Memory (b) Individual (c) Register (d) group of people
4. The testing is important since it ensures -----of the products CO1- U
(a) quantity (b) quality (c) cost (d) none of the above
5. Human centric design is CO1- U
(a) Feasibility (b) viability (c) desirability (d) All of the mentioned

PART – B (5 x 3= 15 Marks)

6. What are four process of design thinking? CO1- U
7. Draw the Empathy Map in design thinking? CO2- App
8. How do you facilitate an ideation session? CO1- U
9. How teams are selected for innovation? CO3- App
10. How to design corporate needs to meet Design thinking? CO1- U

PART – C (5 x 16= 80Marks)

11. (a) How are the lessons from engaging in design thinking applied to other subsequent products? CO1- U (16)
Or
(b) How does the co-design process influence team development, cohesion, creativity, and innovation performance? CO1- U (16)
12. (a) How to Develop Empathy towards business CO2- U (16)
Or
(b) How to Develop Empathy towards people. CO2- U (16)
13. (a) Explain the types of testing methods with suitable examples CO2- U (16)
Or
(b) What are the rules and regulations for testing? CO2- U (16)
14. (a) What is the effect of design thinking on the mindset of those involved in a design-oriented project? CO2- U (16)
Or
(b) What role does design thinking play in shaping the innovation culture (e.g., creation, execution, delivery, and evaluation) with an organization? CO2- U (16)
15. (a) Analyze the all the Business challenges and justify which one is suitable for design thinking CO5- Ana (16)
Or
(b) Analyze the skills to acquire, develop, or refine for business? CO5- Ana (16)

