

School of Business

**Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Jul 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem IX - MSB21T2005 - Design Thinking for Innovation*General Instructions**Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

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| 1) | What is a design thinking process? | K1(2) |
| 2) | Explain the stages of Design thinking? | K2(4) |
| 3) | Explain the importance of "Problem Solving" in Problem Solving? | K2(6) |
| 4) | Develop a Systematic process to problem solving in customer feedback and satisfaction evaluation as in the triz. | K3(9) |
| 5) | Develop a Product as per the concept of Value creation through innovation and change. | K3(9) |
| 6) | Evaluate the role Commercialisation of Innovation, keeping in mind the future of the Research and Development Budget of the company and competitors in the market. | K5(10) |
| 7) | Examine the Trans-Disciplinary analogy (TDA) as a tool for Idea Generation. | K4(12) |
| 8) | Appraise the role of Norman's Three Levels of Design in Business Process. | K5(15) |
| 9) | Evaluate the condition that encourage or discourage innovation in an Organization. | K5(15) |
| 10) | "Checklist and Questionnaires are useful to search for new ideas" Appraise the Statement and explain with examples from the Mobile or Automobile Industry. | K6(18) |