

B.Tech II Year I Semester (R19) Regular Examinations March 2021

DESIGN THINKING

(Common to CSE & IT)

Time: 3 hours

Max. Marks: 70

PART – A
(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) Why product planning is needed?
 - (b) What do you mean by a good product?
 - (c) What is innovation?
 - (d) What is the difference between creativity and innovation?
 - (e) What is synectics?
 - (f) Is brain storming is an idea generation method? How a conclusion on an idea is drawn?
 - (g) What are the applications of cloud implementation?
 - (h) What is virtual collaboration?
 - (i) What is design service?
 - (j) Give two benefits of service design.

PART – B

(Answer all five units, 5 X 10 = 50 Marks)

UNIT – I

- 2 (a) What are the characteristics of successful product development?
(b) How will you validate product design?

OR

- 3 (a) What is innovation in product development? Explain.
(b) Explain briefly about product planning.

UNIT – II

- 4 What are the key steps in design thinking? Explain in detail.

OR

- 5 Explain one case study in design thinking and innovations.

UNIT – III

- 6 What are the conventional methods for idea generation? Briefly explain any two of them.

OR

- 7 Write a short note on the following:

- (a) Gallery method.
- (b) Delphi method.

UNIT – IV

- 8 Explain business process model in design thinking with neat sketches.

OR

- 9 Explain briefly agile software development in design thinking.

UNIT – V

- 10 (a) What are the five principles of service design thinking?
(b) What are the benefits of service design?

OR

- 11 (a) What are the principles for information design?
(b) What are the principles of technology for service design?
