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**Presidency University**

**Bengaluru**

**School of Management**

**Summer term End-Term Examination - August 2024**

**Date**: 8th August 2024

**Time**: 9:30am – 12:30Pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: IV

**Course Code**: MBA 2023

**Course Name**: Design Thinking for Business Innovation

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Question (CO:2 Knowledge) what is logical mindset?
2. Question (CO:1 Knowledge) what do you mean by design research strategy in workplace?
3. Question (CO:2 Knowledge) what is skillset? Write with example.

1. Question (CO:3 Knowledge) what is design thinking mindset?
2. Question (CO:1 Knowledge) how do you define an analytical mind?

1. Question (CO:4 Knowledge) what is logical mindset?
2. Question (CO:1 Knowledge) what is normal design thinking?
3. Question (CO:4 Knowledge) What are the 5 stages of design thinking?
4. Question (CO:3 Knowledge) What is the main goal of design thinking?
5. Question (CO:4 Knowledge) What are the 5 D of design thinking?
6. Question (CO:3 Knowledge) What are the 4 P's of design thinking?
7. Question (CO:2 Knowledge) What are the 5 dimensions of thinking?

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Question (CO:4 Application) analyze design thinking framework.
2. Question (CO:2 Application) brief the characteristics of design thinking workshop.

1. Question (CO:3 Application) define product and service design.
2. Question (CO:2 Application) describe the functions of five Rs of design.

1. Question (CO:3 Application) define the 7 principles of design.
2. Question (CO:4 Application) define the roles of 12 types of design principles.

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Question (CO:1 Analysis)

Case Study:

Apple Inc. has consistently been a pioneer in Design Thinking, which is evident in its products, such as the iPhone. One of the best Design Thinking Examples from Apple is the development of the iPhone's User Interface (UI). The team at Apple identified the need for a more intuitive and user-friendly smartphone experience. They conducted extensive research and usability testing to understand user behaviours, pain points, and desires.

The result? A revolutionary touch interface that forever changed the smartphone industry. Apple's relentless focus on the user experience, combined with iterative prototyping and user feedback, exemplifies the power of Design Thinking in creating groundbreaking products.

Apple invests heavily in user research to anticipate what customers want before they even realize it themselves. This empathetic approach to design has led to groundbreaking innovations like the iPhone, iPad, and MacBook, which have redefined the entire industry.

Question: Explain by analyzing the uniqueness of the above case of Apple Inc.

1. Question (CO:3 Analysis)

Blockbuster vs. Netflix

If the 2010s taught us anything, it’s that there’s no better example of a business that pivoted to meet customer needs and preferences than Netflix. Likewise, there’s no better example of a business that failed to pivot, innovate and meet modern market demands than Netflix’s original competitor: Blockbuster.

As a brick-and-mortar DVD rental business, customers had to drive to Blockbuster to get the latest new releases on video or DVD. In its early days in the aughts, Netflix delivered movies directly to customer’s doorsteps via the mail. Initially, that was an innovative model — until cable companies started offering movies on-demand. This left Netflix with a dilemma: why would customers order from Netflix and wait a few days when they could stream any movie anytime?

How both companies responded to the shift towards on-demand and online content illustrates the difference between traditional and agile business models, and shows why business leaders must constantly engage with customers to drive innovation and stay relevant.

The streaming revolution

Leaders at Netflix recognized the value of design thinking for what it is: a method to consistently hone their business offerings. Teams were encouraged to look for new opportunities to delight customers, drive engagement and generate new revenue. The approach? Empathize with customers, unearth pain points and find their unaddressed needs.

Beginning in 2011, Netflix began producing their own original movies and streaming series. But they didn’t just stop at offering new shows: they dropped every episode of each season on the first day it was launched. Original and provocative programming like Orange Is The New Black, House of Cards and Bojack Horseman helped Netflix capitalize on the binge-watching phenomena, even spawning the now ubiquitous catchphrase “Netflix and chill”. With the watch-in-one-sitting binge option catching on like wildfire, shows were devoured by audiences. Eventually, even bigger streaming phenomena, like Stranger Things and Black Mirror, dominated the cultural conversation whenever a new season dropped, leaving everyone talking about one thing: Netflix.

Question: Ideate the above case according to your own understanding and describe.