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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 16 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- | --- |
| **School:** SOMS | **Program:** BA Journalism | |
| **Course Code:** DES2001 | **Course Name:** Design Thinking | |
| **Semester**: V | **Max Marks**:100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **50** | **30** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | What is the primary goal of Design Thinking? | **2 Marks** | **Remembering** | **CO1** |
| **2** | Name the five stages of the Design Thinking process. | **2 Marks** | **Remembering** | **CO1** |
| **3** | What is the significance of empathy in Design Thinking? | **2 Marks** | **Remembering** | **CO1** |
| **4** | Define the concept of a user persona. | **2 Marks** | **Remembering** | **CO1** |
| **5** | What is the purpose of prototyping in Design Thinking? | **2 Marks** | **Remembering** | **CO1** |
| **6** | How can you use observation to gather insights in the Empathize stage? | **2 Marks** | **Remembering** | **CO1** |
| **7** | What is the difference between a low-fidelity and a high-fidelity prototype? | **2 Marks** | **Remembering** | **CO1** |
| **8** | How can brainstorming techniques like mind mapping and SCAMPER be used in the Ideate stage? | **2 Marks** | **Remembering** | **CO1** |
| **9** | What are some ethical considerations to keep in mind when conducting user research? | **2 Marks** | **Remembering** | **CO1** |
| **10** | How can you measure the success of a design solution? | **2 Marks** | **Remembering** | **CO1** |

**Part B**

|  |  |  |  |  |  |  |  |  |
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| **Answer the Questions. Total Marks 80** | | | | | | | | |
| **11.** | **11a.** | Explain the five stages of the Design Thinking process. | **10 Marks** | **Understanding** | | | | **CO2** |
|  | **11b.** | How does each stage contribute to the overall innovation process? Explain with relevant Examples | **15 Marks** | **Understanding** | | | | **CO2** |
| **or** | | | | | | | | |
| **12.** | **12a.** | Discuss the importance of empathy in Design Thinking. | **10 Marks** | **Understanding** | | | **CO2** | |
|  | **12b.** | How can designers effectively empathize with users to gain valuable insights? Explain with relevant Examples | **15 Marks** | **Understanding** | | | **CO2** | |
|  |  |  |  |  |  | | | |
| **13.** | **13a.** | Describe various ideation techniques used in Design Thinking. | **10 Marks** | **Understanding** | | **CO2** | | |
|  | **13b.** | How can these techniques be employed to generate creative and innovative solutions? Explain with relevant Examples | **15 Marks** | **Understanding** | | **CO2** | | |
| **or** | | | | | | | | |
| **14.** | **14a.** | Explain the role of prototyping in the Design Thinking process. | **10 Marks** | **Understanding** | **CO2** | | | |
|  | **14b.** | What are the different types of prototypes, and how can they be used to validate design ideas? Explain with relevant examples. | **15 Marks** | **Understanding** | **CO2** | | | |

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| **15.** | **15a.** | What are the challenges and limitations of Design Thinking? | **8 Marks** | **Applying** | **CO3** |
|  | **15b.** | How can these challenges be addressed? | **7 Marks** | **Applying** | **CO3** |
| **Or** | | | | | |
| **16.** | **16a.** | Discuss the role of empathy in the Design Thinking process. | **8 Marks** | **Applying** | **CO3** |
|  | **16b.** | How can designers effectively empathize with users? | **7 Marks** | **Applying** | **CO3** |

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| **17.** | **17a.** | What is the importance of iteration in the Design Thinking process? How does it contribute to the creation of innovative solutions? | **7 Marks** | **Applying** | **CO3** |
|  | **17b** | How does iteration contribute to the creation of innovative solutions? Explain. | **8 Marks** | **Applying** | **CO3** |
| **Or** | | | | | |
| **18.** | **18a.** | How can Design Thinking be applied to solve a specific problem in your field of study or interest? | **7 Marks** | **Applying** | **CO3** |
|  | **18b.** | List the steps involved in solving this problem and the potential benefits. | **8 Marks** | **Applying** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***