PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 20-05-2025   **Time:** 01:00 pm – 04:00 pm

School: SOL	Program: BA(LLB)/BBA(LLB)/BCOM(LLB) (HONS)	
Course Code: DES2001	Course Name: Design Thinking	
Semester: X	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	28	46	26	NA	NA

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) 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.	List the stages of design thinking.	2 Marks	L1	CO1
2.	What is the ideate stage in design thinking?	2 Marks	L1	CO1
3.	List two examples for human centric approach in design thinking.	2 Marks	L1	CO1
4.	List any three brainstorming techniques in design thinking.	2 Marks	L1	CO1
5.	What are pain points in empathy mapping?	2 Marks	L1	CO2
6.	List any two design flaws from real life.	2 Marks	L1	CO2
7.	Define SWOT analysis.	2 Marks	L1	CO2
8.	What do you mean by synectics?	2 Marks	L1	CO3
9.	List the threats of Pepsi Co.	2 Marks	L1	CO3
10.	What are the opportunities of Pepsi Co.?	2 Marks	L1	CO3

Part B

Answer the Questions.   **Total Marks 80M**

11.	a.	Outline 'flexibility' in principles of design thinking.	10 Marks	L2	CO1
	b.	Explain 'tolerance for errors' with an example.	10 Marks	L2	CO1
		Or			
12.	a.	Interpret Universal Principle of Design and its importance.	10 Marks	L2	CO1
	b.	Outline all the stages of design thinking with an example.	10 Marks	L2	CO1

13.	a.	Explain 'distracting designs' in detail with an example.	10 Marks	L2	CO2
	b.	Outline 'short-lived designs' in detail with an example.	10 Marks	L2	CO2
		Or			
14.	a.	Explain SCAMPER model in detail.	10 Marks	L2	CO2
	b.	Interpret 5W and 1H model with examples.	10 Marks	L2	CO2

15.	a.	Build a case around Flipkart's problem statement to explore the context, design thinking process, and outcome.	20 Marks	L3	CO2
		Or			
16.	a.	Make use of a metaphor to simplify and solve a design problem—support your explanation with an example.	20 Marks	L3	CO2

17.	a.	Develop a comprehensive analysis of a problem Uber has faced, using the design thinking framework to understand its context and outcome.	20 Marks	L3	CO3
		Or			
18.	a.	Develop a comprehensive view of the challenges PepsiCo faced prior to applying the SCAMPER technique.	20 Marks	L3	CO3