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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF ENGINEERING**

**MID TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Course Code:** DES 2001

**Course Name:** Design Thinking

**Program & Sem:** B. Tech & II Sem

**Date:** 13/MAY/2022

**Time:** 01:30 PM – 03:00 PM

**Max Marks:** 50

**Weightage:** 25%

**Instructions:**

- (i) Read the all questions carefully and answer accordingly.
- (ii) All questions are compulsory

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries TWO marks.**

**(10Qx2M=20M)**

1. \_\_\_\_\_ designs focus more on the general functionality than an individual use.
2. The last stage of design thinking process is \_\_\_\_\_.
3. There are overall \_\_\_\_\_ stages in the design thinking process.
4. Aim of the \_\_\_\_\_ stage is to identify the best possible solution for each problem.
5. Designs must be \_\_\_\_\_ to the customers for use.
6. \_\_\_\_\_ plays a vital role to leave long-standing psychological effects on the users.
7. When designers perform best aesthetics practices it results in a \_\_\_\_\_.
8. \_\_\_\_\_ aspect is related to the use of alternates in designing process.
9. \_\_\_\_\_ helps to reduce/cut down unwanted things in designing.
10. Prototypes are inexpensive, \_\_\_\_\_ versions of the product.

**(C.O.No.1) [Knowledge]**

**Part B [Direct Short-answer Questions]**

**Answer all the Questions. Each question carries FOUR marks.**

**(5Qx4M=20M)**

11. List the stages of the SCAMPER technique used in the brainstorming process.
12. How does modification of the design help in its improvement?
13. Elaborate on the concept of 'distracting designs'.
14. Define design thinking and its importance.
15. Explain design flaws with an example.

**(C.O.No.1-2) [Comprehension]**

### **Part C [Thought-provoking Questions]**

**Answer all the Questions. Each question carries TEN marks.**

**(1Qx10M=10M)**

16. You may have seen advertisements displayed on billboards when you are travelling on the highways. Also, if you have seen the statutory warning issued on the cigarette packets that are printed in minute size. Try to analyze the two scenarios and express your opinion on the application of design thinking in both the cases and also talk about their impact/relevance.

**(C.O.No. 1-3) [Application]**



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**Winter Semester:** 2021 - 22

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**Course Name:** Design Thinking

**Program & Sem:** B. Tech & II Sem

**Date:** 13/MAY/2022

**Time:** 01:30 PM – 03:00 PM

**Max Marks:** 50

**Weightage:** 25%

**Instructions:**

*(iii) Read the all questions carefully and answer accordingly.*

*(iv) All questions are compulsory*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries TWO marks.**

**(10Qx2M=20M)**

17. \_\_\_\_\_ designs focus more on the general functionality than an individual use.
18. The last stage of design thinking process is \_\_\_\_\_.
19. There are overall \_\_\_\_\_ stages in the design thinking process.
20. Aim of the \_\_\_\_\_ stage is to identify the best possible solution for each problem.
21. Designs must be \_\_\_\_\_ to the customers for use.
22. \_\_\_\_\_ plays a vital role to leave long-standing psychological effects on the users.
23. When designers perform best aesthetics practices it results in a \_\_\_\_\_.
24. \_\_\_\_\_ aspect is related to the use of alternates in designing process.
25. \_\_\_\_\_ helps to reduce/cut down unwanted things in designing.
26. Prototypes are inexpensive, \_\_\_\_\_ versions of the product.

**(C.O.No.1) [Knowledge]**

**Part B [Direct Short-answer Questions]**

**Answer all the Questions. Each question carries FOUR marks.**

**(5Qx4M=20M)**

27. List the stages of the SCAMPER technique used in the brainstorming process.
28. How does modification of the design help in its improvement?
29. Elaborate on the concept of 'distracting designs'.
30. Define design thinking and its importance.
31. Explain design flaws with an example.

**(C.O.No.1-2) [Comprehension]**

### **Part C [Thought-provoking Questions]**

**Answer all the Questions. Each question carries TEN marks.**

**(1Qx10M=10M)**

32. You may have seen advertisements displayed on billboards when you are travelling on the highways. Also, if you have seen the statutory warning issued on the cigarette packets that are printed in minute size. Try to analyze the two scenarios and express your opinion on the application of design thinking in both the cases and also talk about their impact/relevance.

**(C.O.No. 1-3) [Application]**



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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN**

**END TERM EXAMINATION**

**Winter Semester:** 2021 - 22  
**Course Code:** DES 2001  
**Course Name:** DESIGN THINKING  
**Program & Sem:**

**Date:** 1<sup>st</sup> July 2022  
**Time:** 01:00 PM to 04:00 PM  
**Max Marks:** 100  
**Weightage:** 50%

**Instructions:**

- a) *Read the all questions carefully and answer accordingly.*
- b) *All questions are compulsory.*

**Part A [Memory Recall Questions]**

**Answer all the questions. Each question carries 02 marks.**

**(15Qx 2M=30M)**

**(C.O.No.1) [Knowledge]**

1. Conceptual design involves the idea of designing for \_\_\_\_\_
2. The 5 stages of design thinking are Empathize, Define, Ideate, \_\_\_\_\_ and Test.
3. Empathy is crucial to a \_\_\_\_\_ design process.
4. Brainstorming is one of the technique in the \_\_\_\_\_ stage.
5. \_\_\_\_\_ designs focus more on the general functionality than an individual use.
6. The last stage of design thinking process is \_\_\_\_\_.
7. Designs must be \_\_\_\_\_ to the customers for use.
8. \_\_\_\_\_ aspect is related to the use of alternates in designing process.
9. \_\_\_\_\_ helps to reduce/cut down unwanted things in designing.
10. Prototypes are inexpensive, \_\_\_\_\_ versions of the product.
11. Any defect in the design is called as \_\_\_\_\_.
12. Designs developed in such a way to suit generic abilities/disabilities are \_\_\_\_\_.
13. Designs that are easy to understand and use are called as \_\_\_\_\_ designs.
14. Temple art and architecture are classic examples of \_\_\_\_\_ Indian designs.
15. One of the most important aspects of universal designs is \_\_\_\_\_.

### **Part B [Thought Provoking Questions]**

**Answer all the questions. Each question carries 05 marks.**

**(8Qx5M=40M)**

(C.O.No.1-2) [Comprehension]

16. What is design thinking?
17. What happens in the 'define' stage of the design thinking process?
18. State the importance of the 'prototype' stage in the design thinking process?
19. What are the stages of the SCAMPER technique?
20. Explain the features of Modify with suitable questions.
21. State briefly the differences between contextual and conceptual designs.
22. What do you mean by design evaluation?
23. List the seven principles of universal designs.

### **Part C [Problem Solving Questions]**

**Answer all the questions. Each question carries 10 marks.**

**(3Qx10M=30M)**

(C.O.No. 1-3) [Application]

24. Taking any one of the examples from these – book cover design, movie poster and newspaper advertisement, discuss the importance and application of design thinking.
25. An interior designer is given the project of renovating an old age home. Use the stages of the design thinking process and interpret the design development at various stages of interior designing.
26. Can you identify an interesting design concept at Presidency University? If yes, discuss that design concept in terms of the universal design principles and identify such principles in use.