



Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF DESIGN

MAKE-UP EXAMINATION – JAN 2023

Course Code: DES 2001

Course Name: DESIGN THINKING

Program & Sem: B.DES (ALL PROGRAMS)

Date: 24-JAN-2023

Time: 9.30AM – 12.30PM

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.

(10Qx 2M=20M)

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

1. _____ is the first stage of the design thinking process.
2. Design thinking is a _____, iterative process.
3. In the Empathize stage, you have to _____ your users' needs.
4. _____ are the definitions identified by the design team as core problems.
5. The results of one process can be used to _____ further problems.
6. The full form of IDC is _____.
7. There are overall _____ stages in the design thinking process.
8. Aim of the _____ stage is to identify the best possible solution for each problem.
9. _____ plays a vital role to leave long-standing psychological effects on the users.
10. When designers perform best aesthetics practices it results in a _____.

Part B [Thought-Provoking Questions]

Answer all the questions. Each question carries 10 marks.

(5Qx10M=50M)

Word limit – 400 words

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

11. Identify the seven universal design concepts.
12. Briefly describe how contextual and conceptual designs differ from one another.
13. What are the SCAMPER technique's phases?
14. What takes place during the "define" stage of the design thinking process?
15. What are the benefits of design thinking?

Part C [Problem-Solving Questions]

Answer all the questions. Each question carries 15 marks.

(2Qx15M=30M)

Word limit – 600 words

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

16. IKEA is a well-known home furnishings and accessories company that is renowned for the aesthetics of both its packaging and installation instructions. Could you elaborate on the design thinking methodology that has contributed to IKEA's success?
17. Have you ever encountered a bad design in your life? A product or service might be involved. Describe the design defects in them and how they affect the creation of the product or service.