

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester II - 2022

Course Code : DES2087

Course Name : Sem II - DES2087 - Fundamentals of Design Thinking

Program : BSF

Date : 13-APR-2023

Time : 09:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 3 = 15M)

1. What is Design Thinking? Explain with example.

(CO1) [Knowledge]

2. What is Design ? Explain with example

(CO1) [Knowledge]

3. With an example explain contextual design.

(CO1) [Knowledge]

4. Bring out the difference between Problems and inconveniences-- with example,

(CO1) [Knowledge]

5. Describe design thinking steps.

(CO1) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 15 = 15M)

6. If you were to design a medicinal syrup bottle how you apply design thinking principles?

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

7. How India Design policy would help in understanding and eliminating design flaws in indian context?

(CO3,CO1,CO2) [Application]