

**Model Question Paper-III**  
**Subject Title: Innovation and Design Thinking**  
**Subject Code: BIDTK258**

**Choose the correct option from those given in each of the sentences below.**

1. Identify all brands need to establish visibility, \_\_\_\_\_ to be considered relevant in a category.
  - a. Purpose
  - b. Meaning
  - c. Credibility
  - d. **All of the above**
  
2. Select the competition that \_\_\_\_\_ change and drives differentiation.
  - a. Decelerates
  - b. **Accelerates**
  - c. Stumbles
  - d. Stagnant
  
3. Design the experience which highlights the importance of developing a clear understanding of consumer needs, culture.
  - a. Expectations
  - b. Assumptions
  - c. capacities
  - d. **All of the above**
  
4. \_\_\_\_\_ is a necessary cost driver for every company.
  - a. Association
  - b. Generalization
  - c. **Standardization**
  - d. Simplification
  
5. Identify companies which are complex creatures, each with its own \_\_\_\_\_.
  - a. History
  - b. Qualities
  - c. Characteristics
  - d. **All of the above**
  
6. Determine the standardization of legacy manufacturing poses a big challenge to.
  - a. **Innovation**
  - b. Participation
  - c. Discovery
  - d. Growth

7. Design thinking seeks to reinsert \_\_\_\_\_ qualities that can introduce new meaning.
  - a. **Human Centered**
  - b. Employer Centered
  - c. Self-Centered
  - d. Business Centered
  
8. Obtain rapid prototypes \_\_\_\_\_ potential solutions, obstacles, and unanticipated outcomes of an idea.
  - a. **Expose**
  - b. Impose
  - c. Repose
  - d. None of the above
  
9. **Identify**, which is NOT a component of the Business Model Canvas?
  - a. Customer Segments
  - b. Revenue Streams
  - c. **Market Share**
  - d. Key Resources
  
10. Select business model involves partnering with other companies to create a combined offering for customers?
  - a. Franchise Model
  - b. **Joint Venture Model**
  - c. Subscription Model
  - d. Direct Sales Model
  
11. Design thinking aspires to develop greater \_\_\_\_\_ among people, brands, and business by observing.
  - a. **Empathy**
  - b. Sympathy
  - c. Emotions
  - d. Action
  
12. Identify the majority of products and brands are suffering or unknowingly preparing to suffer from a lack of \_\_\_\_\_.
  - a. Integration
  - b. Vectorization
  - c. **Differentiation**
  - d. Simplification
  
13. Select the following is a key activity during the "empathize" phase?
  - a. Brainstorming and ideation
  - b. Building a high-fidelity prototype
  - c. **Conducting user interviews and observations**
  - d. Finalizing the project budget
  
14. Identify the benefit of using "how might we" statements during the "empathize" phase?
  - a. They help identify obstacles and challenges.
  - b. **They facilitate brainstorming of potential solutions.**
  - c. They provide detailed technical specifications.
  - d. They outline the project timeline.
  
15. Determine the potential risk if the "empathize" phase is skipped in the Design Thinking process?
  - a. The solution might not be technologically feasible.
  - b. The team might struggle with creating prototypes.
  - c. **The final product may not resonate with users' needs.**
  - d. The project might exceed its budget.

16. Ideation is the phase of creativity that focuses on
  - a. Execution
  - b. Critique
  - c. **Idea generation**
  - d. Promotion
  
17. Determine the ideation which is essential for
  - a. Convergent thinking
  - b. Narrowing options
  - c. **Creativity and innovation**
  - d. Following predefined plans
  
18. Identify what kind of thinking is encouraged during the ideation phase.
  - a. Convergent
  - b. **Lateral**
  - c. Divergence
  - d. Analytical
  
19. Identify the purpose of using diverse ideation techniques.
  - a. Limit creativity
  - b. Encourage groupthink
  - c. Speed up the process
  - d. **Explore various perspectives**
  
20. Determine what kind of a prototype provide a tangible representation of
  - a. **Concept or idea**
  - b. Marketing plan
  - c. Production schedule
  - d. Distribution channels
  
21. Obtain a low-fidelity prototype focus on
  - a. Detailed functionality
  - b. Aesthetic appeal
  - c. **Overall concept**
  - d. Legal requirements
  
22. which stage in the design process is a prototype created to communicate effectively.
  - a. Problem identification
  - b. Solution evaluation
  - c. Concept generation
  - d. **Solution implementation**
  
23. Identify a prototype in software design is often used to validate.
  - a. Market trends
  - b. **Technical feasibility**
  - c. Financial projection
  - d. Business goals
  
24. During software prototyping, identify what can be adjusted based on user feedback.
  - a. Project timeline
  - b. Development team
  - c. **User requirements**
  - d. Documentation

25. Select the beta testing, the focus is on gathering.
- Marketing data
  - User feedback**
  - Competitor information
  - Manufacturing specifications
26. Identify testing phase evaluates a product's performance under normal operating.
- Load testing**
  - Security testing
  - Stress testing
  - Unit testing
27. Select the type of testing assesses the responsiveness and stability of a product.
- Performance testing**
  - Unit testing
  - Usability testing
  - Beta testing
28. In a Design Thinking workshop, identify what stage involves understanding user needs.
- Prototype
  - Test
  - Empathize**
  - Implement
29. Determine the role does collaboration play in a design thinking workshop.
- Limited role
  - Supportive role
  - Central role**
  - Administrative role
30. Identify the primary outcome of a successful design thinking workshop.
- Predefined solutions
  - Creative insights**
  - Improved documentation
  - Technical specifications