

2025

5th Semester Examination (CCFUP : NEP)

BCA

Paper : MI 5-T (Minor)

(Design Thinking and Innovation)



Full Marks : 40

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *five* questions : 2×5=10

1. What is ergonomic design?
2. Define Design Thinking and mention its main objective.
3. What is meant by customer centricity in Design Thinking?
4. Differentiate between testing and refining.
5. What is a 'wicked problem'?
6. What is Mind Mapping?
7. What is prototype?
8. What is meant by divergent thinking?

P.T.O.

(2)

Group - B

Answer any *four* questions : $5 \times 4 = 20$

9. Explain the significance of innovation in business and management.
10. Discuss the stages of Design Thinking- empathize, define, ideate, prototype, and implement.
11. Describe the role of innovation in organizational growth. Explain incremental vs. radical innovation with examples. $2+3$
12. Explain feedback loops and user experience evaluation.
13. Explain the tools used for empathy building and problem definition in Design Thinking.
14. Discuss various ideation techniques such as brainstorming, mind mapping, and systems thinking.

Group - C

Answer any *one* question : $10 \times 1 = 10$

15. Explain the complete Design Thinking process with a real-world example (such as Airbnb, Apple, IDEO, or Netflix) and discuss how innovation contributed to its success.
16. Discuss the role of leadership, organizational culture, feedback, and redesign in implementing and sustaining innovation. Explain how the impact can be measured.

$7+3$

