

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - V Computer Science & Business Systems : WINTER : 2024
SUBJECT: ITC-III: DESIGN THINKING

Day : Thursday
Date : 12/12/2024

W-24170-2024

Time : 02:30 PM-05:30 PM
Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.

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- Q.1** What is Design Thinking? Why it is important for us? (10)
- OR**
- Q.1** Explain with examples the pillars of Design Thinking. (10)
- Q.2** Explain the power of Empathy with real life examples. How is Sympathy different than Empathy? (10)
- OR**
- Q.2** Explain in detail the significance of Design Thinking along with its stages. (10)
- Q.3** What are the Personas? How do they help organization? (10)
- OR**
- Q.3** Write and explain the steps for the creation of Personas. (10)
- Q.4** Describe in detail the phases of 'Ideate Phase' in Design Thinking. (10)
- OR**
- Q.4** How important is storytelling during idea presentation. Explain in detail. (10)
- Q.5** Write a detail note on Service Value Proposition. (10)
- OR**
- Q.5** What are the activities in Prototyping? (10)
- Q.6** How does Agile and Design Thinking complement each other, explain in detail? (10)
- OR**
- Q.6** Why testing is needed in Design Thinking? Discuss in detail. (10)

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