

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - V COMPUTER SCIENCE & BUSINESS SYSTEM : WINTER : 2023
SUBJECT : ITC-III: DESIGN THINKING

Day : Tuesday

Time : 02:30 PM-05:30 PM

Date : 12/12/2023

W-24170-2023

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 are the pillars of Design Thinking? Explain them with suitable examples. (10)

OR

Q.1 State and explain applications of Design Thinking in real life. (10)

Q.2 Explain Immersion activity in detail with example. (10)

OR

Q.2 a) Explain the power of Empathy with real life examples. (05)

b) Differentiate between Empathy and Sympathy. (05)

Q.3 Write and explain the steps for the creation of Personas? (10)

OR

Q.3 What do you mean by Personas? Are they real or fictional? Explain in detail. (10)

Q.4 What is 'Six Thinking Hats'? What it symbolizes? (10)

OR

Q.4 Explain four steps of Ideation, popularly known as 'Million Dollar Idea' with real life example. (10)

Q.5 Explain the concept of Service Value Proposition with example. (10)

OR

Q.5 What are the activities in Prototyping? (10)

Q.6 Why Testing is needed in Design Thinking? Discuss in brief. (10)

OR

Q.6 State and explain various steps for conducting a user test. (10)

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