	DR. BAB	SASAHEB AMBEDKAR TECHN	OLOGICAL UNIVERSITY,	LONERE		
	Winter Examination – 2022					
	Course: B. Tech. Branch: Computer Science & Engineering Semester: VII Subject Code & Name: (BTCOE704) Design Thinking					
	Max Marks: 60	Date:	Duration: 3 Hr.			
	 Instructions to the Students: All the questions are compulsory. The level of question/expected answer as per OBE or the Course Outcome (CO) on which the question is based is mentioned in () in front of the question. Use of non-programmable scientific calculators is allowed. Assume suitable data wherever necessary and mention it clearly. 					
				(Level/CO)	Marks	
Q. 1	Solve Any Two or	f the following.			12	
A)	What is design th	hinking and explain the principle	s of design thinking.	Understand	6	
B)	Explain the different phases of design thinking process.			Remember	6	
C)	Explain human c	centered design process.		Analysis	6	
Q.2	Solve Any Two	of the following.			12	
A)	What is emphasize? Explain the role of empathy in design thinking.		Remember	6		
B)	Explain the role	empathy maps in design thinkin	g process.	Analysis	6	
C)	Explain the conc	ept of Customer Journey mappir	ng.	Understand	6	
Q. 3	Solve Any Two or	f the following.			12	
A)	What is root caus	se analysis? What are its goals a	nd benefits.	Understand	6	
B)	What new perspe	ectives does design thinking offe	r.	Remember	6	
C)	What is TRIZ? E	Explain the use of TRIZ methods	in industry	Analysis	6	
Q.4	Solve Any Two or	f the following.			12	
A)	What is Market 'validation.	Validation? Explain the steps to	determine market	Understand	6	
B)	Explain prototyp	ing and its advantages in design	thinking.	Remember	6	

C)	Explain the Best practices of presentation. Preparing for your Market	Understand	6
	Research Presentation.		
Q. 5	Solve Any Two of the following.		12
A)	What are the benefits of iteration in the design thinking process.	Understand	6
B)	What are the techniques for taking the Idea to the market.	Remember	6
C)	Explain how innovation management is done in a company.	Understand	6
	*** End ***	•	