

QP CODE: D2BIB2406		(Pages: 2)		Reg. No	:
				Name	:
Second Semester BBA International Business (FYUGP) Degree Examination April 2025						
SEC						
BIB2FS112 : Design Thinking						
(Credits: 3)						
Time: 1.5 Hours				Maximum Marks: 50		
Section A						
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)						
1.	Name two challenges in creating accurate user personas.	BL1	CO1, CO2			
2.	Give any two examples for techniques that can be used in the 'Test' stage.	BL2	CO1, CO2			
3.	List two key characteristics of an effective problem statement.	BL1	CO1, CO2			
4.	What is the purpose of a feasibility study in idea evaluation?	BL2	CO3, CO4			
5.	What is iterative design?	BL2	CO3, CO4, CO5			
6.	Mention two commonly used digital prototyping tools.	BL1	CO3, CO4, CO5			
7.	Mention two future trends in design thinking that organizations should adopt.	BL4	CO3, CO4, CO5			
8.	What is the relevance of timeline in implementation planning?	BL2	CO3, CO4, CO5			
9.	Mention any three advantages of low-fidelity prototyping.	BL1	CO3, CO4, CO5			
10.	Define the term "touchpoint" in the context of user journey mapping.	BL2	CO3, CO4			
Section B						
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)						
11.	Define qualitative data in user research. Discuss three key methods used to collect qualitative data in design thinking.	BL2	CO1, CO2			
12.	What are the key factors to consider while selecting an idea for business implementation?	BL4	CO2, CO3			
13.	Mention the benefits of iterative prototyping.	BL1	CO4, CO5			
14.	Differentiate implementation planning and project execution.	BL2	CO3, CO4, CO5			
15.	Differentiate between qualitative and quantitative user research methods.	BL4	CO1, CO2			
(PTO)						

Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
16.	Elaborate the methods and best practices to discover user needs.	BL4	CO1, CO2
17.	Explain the concept of brainstorming and its significance in business problem-solving. Discuss different brainstorming techniques.	BL2	CO2, CO3
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		