

QP CODE: D2BIB2504		Reg. No :
		Name :
Second Semester (FYUGP) Degree Examination April 2026 (Regular/Improvement/Supplementary) Skill Enhancement Courses (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. Define the term 'ethnography.'	BL2	CO1, CO2
2. What happens in the ideation phase of design thinking?	BL2	CO1, CO2
3. Mention two ideation techniques used in design thinking.	BL1	CO1, CO2
4. Mention two key factors that determine the desirability of an idea.	BL1	CO3, CO4
5. What is user journey mapping?	BL2	CO3, CO4
6. Define the term "core problem statement."	BL2	CO1, CO2
7. Define sketching in the design process.	BL2	CO3, CO4, CO5
8. What is the objective of iterative prototyping?	BL2	CO3, CO4, CO5
9. Name two key objectives of the execution phase in design thinking.	BL1	CO3, CO4, CO5
10. What are the key elements of an effective design story?	BL2	CO4, CO5
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)		
11. Explain the process of user journey mapping.	BL2	CO1, CO2
12. Give a few guidelines for effective brainstorming in design thinking.	BL4	CO2, CO3
13. What is the significance of prototyping in idea selection?	BL2	CO2, CO3
14. Discuss the challenges faced during usability testing.	BL2	CO3, CO4, CO5
15. Explain how high-fidelity prototyping works?	BL4	CO4, CO5
Section C		
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
16. Discuss the different types of prototypes and their applications.	BL2	CO3, CO4, CO5
17. Discuss the importance of creating a sustainable design thinking ecosystem.	BL4	CO3, CO4, CO5
CO : Course Outcome BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		