

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED - SEMESTER - II EXAMINATION - SUMMER
2025

Subject Code: BB02001061

Date: 17-06-2025

Subject Name: Design Thinking and Innovation

Time: 10:30 AM TO 12:00 PM

Total Marks: 50

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL questions are compulsory	14
(a) What does mean Empathize ?	
(b) Write down 4 types of Prototypes.	
(c) What does mean Innovation ?	
(d) Explain the term : Assumption Testing	
(e) What does mean Visual Thinking?	
(f) Who was the developer of the The Value Proposition Canvas ?	
(g) What is the full form of MVP ?	
Q.2 Short Note (Any Four out of Six)	16
(a) Design Thinking	
(b) Five Stages Process	
(c) Double Diamond Process	
(d) IDEO	
(e) Designing for Growth Process	
(f) Elements of Value Proposition	
Q.3 Explain benefits of design thinking in detail.	10
OR	
Explain features of design thinking in detail.	10
Q.4 What is Project Management ? Explain the Role of Project Management in design thinking.	10
OR	
What is The Value Proposition Canvas ? Explain it in detail with an example.	10

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED - SEMESTER - II EXAMINATION - WINTER 2025

Subject Code: BB02001061

Date: 08-12-2025

Subject Name: Design Thinking and Innovation

Time: 02:30 PM to 4:00 PM

Total Marks: 50

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 Define terms/Short questions	14
<ul style="list-style-type: none">(a) Define Design Thinking.(b) What is prototype?(c) Divergent Thinking v/s Convergent Thinking.(d) Roles of Project Management in Design Thinking.(e) What is Value Proposition Canvas?(f) What is MVP?(g) What is Visual Thinking?	
Q.2 Short Note (Any Four out of Six) Short Note (Any Four out of Six)	16
<ul style="list-style-type: none">(a) Discuss the four examples of design thinking used by different company.(b) Explain Empathy Approach of design thinking.(c) Write a note on Divergent Thinking(d) Define assumption testing. What are the tools used for assumptions testing?(e) What is Value Proposition? Discuss key components of a value proposition.(f) Define Shared model in team-based design? What are the benefits of Shared model.	
Q.3 Explain five stages process of design thinking.	10
OR	
Why does business use design thinking? Explain in detail	10
Q.4 Explain AEIOU framework in detail.	10
OR	
Explain Double Diamond process of design thinking	10
