



BRAINWARE UNIVERSITY

Term End Examination 2023-2024 Programme – B.Tech.(CSE)-AIML-2022/B.Tech.(CSE)-DS-2022 Course Name – Design Thinking for Entrepreneurship and Startups Course Code - HSMCM401/HSMCD401 (Semester IV)

Full Marks: 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

- 1. Choose the correct alternative from the following:
- (i) Identify the first stage of the Design Thinking process.

a) Ideation

b) Prototyping

c) Understanding

- d) Testing
- (ii) Name the purpose of understanding stage in design thinking.
 - a) To define the problem

b) To understand user needs

1 x 15=15

c) To generate creative ideas

- d) To finalize the solution
- (iii) Identify the method that is NOT a common method used for understanding with users in Design Thinking.
 - a) Surveys

b) Interviews

c) Brainstorming

- d) Observations
- (iv) Recall that the ideation stage of Design Thinking involves:

a) Building prototypes

- b) Understanding user needs
- c) Generating and developing ideas
- d) Testing solutions
- (v) Interpret the purpose of the understanding stage in design thinking as follows:
 - a) To define the problem

b) To generate creative ideas

c) To understand user needs

- d) To finalize the solution
- (vi) Judge the Ideation Stage of Design Thinking involves the following:
 - a) Building prototypes

- b) Understanding user needs
- c) Generating and developing ideas
- d) Testing solutions
- (vii) Discover the purpose of prototyping in the design thinking process.
 - a) To finalize the solution

- b) To generate user feedback
- c) To develop marketing strategies
- d) To conduct market research
- (viii) Examine The term "iteration" in design thinking refers to
 - a) Repeating the same process multiple times
- b) Moving linearly from one stage to the next
- c) Testing ideas with a small group of users
- d) Making incremental improvements based on feedback

(i)	() Identify the item that is NOT a characteristic of	a prototype in Design Thinking.	
	 a) It is a low-fidelity representation of the final solution 	b) It is used to gather feedback from us	sers
	c) It is expensive to produce	d) It is created rapidly	
(x) Judge Design Thinking's Contribution to Startup Success			
	a) By minimizing risks and uncertainties	b) By maximizing profits from day oned) By ignoring user feedback	
1,,	 c) By focusing solely on product development i) Identify the characteristic of Design Thinking th 		
(χ	problem-solving methods.	at distinguished in the	
	a) Linear approach	b) Emphasis on technical feasibility	
	c) Iterative and user-centric approach	d) Reliance on quantitative data	
(xii) Describe the first phase of the engineering product design process.			
	a) Prototype testing	b) Conceptualization	
	c) Manufacturing	d) Market analysis	
(xi	ii) Describe the phase of product design in which prod	precise drawings and specimenties are	
	a) Conceptualization	b) Prototyping	
	c) Analysis	d) Detailing	
(xi	v) Name the primary purpose of evaluating compe	etition.	
	a) To discourage participation	b) To assess and improve performance	ĺ
	c) To create winners and losers	d) To limit innovation	
(x	 refers to busin 	ess.	
	 a) The ability to expand operations without increasing costs significantly 	b) The efficiency of production process	ses
	c) The level of customer satisfaction	d) The speed of decision-making within	n the
	The level of customer satisfaction	organization	
	Grou	р-В	
(Short Answer Type Questions)			3 x 5=15
2.1	2. Describe the concept of idea generation.		
3. 1	Explain the creativity and innovation related to ide	a generation.	(3)
	Describe the characteristics of creative thinker.		(3) (3)
	5. Describe the concept of Design Thinking.		
6. Write how an entrepreneure secure funding for startup. OR			(3)
Illustrate the contribution of IPR to economic development.			(3)
	Grou	n₋C	
	(Long Answer Ty	-	5 x 6=30
		,	
7.	Explain the Role of Central Government and State Government in Promoting Entrepreneurship		(5)
8.	How do Intellectual Property Rights contribute to the globalization of innovation and trade, (5)		
	and what considerations arise in balancing protection and accessibility?		
9.			(5)
10	challenges and opportunities do they present in the digital age. O. State the importance of market research in startup. Write down the methods can (5)		
IU.	entrepreneurs use for effective market research.		
11.	L1. Define prototype and State its importance in the startup development process. (5)		
12.	12. "Development is closely relilted to design." Esplain. In what way has the development (5)		
	process been clianging'?	•	
