

- (ix) 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 users
- 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 one
- c) By focusing solely on product development d) By ignoring user feedback
- (xi) Identify the characteristic of Design Thinking that distinguishes it from traditional problem-solving methods.
- 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
- (xiii) Describe the phase of product design in which precise drawings and specifications are generated for manufacture.
- a) Conceptualization b) Prototyping
- c) Analysis d) Detailing
- (xiv) Name the primary purpose of evaluating competition.
- a) To discourage participation b) To assess and improve performance
- c) To create winners and losers d) To limit innovation
- (xv) Recall that the term "scalability" refers to business.
- a) The ability to expand operations without increasing costs significantly b) The efficiency of production processes
- c) The level of customer satisfaction d) The speed of decision-making within the organization

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the concept of idea generation. (3)
3. Explain the creativity and innovation related to idea generation. (3)
4. Describe the characteristics of creative thinker. (3)
5. Describe the concept of Design Thinking. (3)
6. Write how an entrepreneur secure funding for startup. (3)

OR

- Illustrate the contribution of IPR to economic development. (3)

Group-C

(Long Answer Type Questions)

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, and what considerations arise in balancing protection and accessibility? (5)
9. Explain the impact of copyrights on the economics of the creative industries, and what challenges and opportunities do they present in the digital age. (5)
10. State the importance of market research in startup. Write down the methods can entrepreneurs use for effective market research. (5)
11. Define prototype and State its importance in the startup development process. (5)
12. "Development is closely related to design." Explain. In what way has the development process been changing? (5)

OR

Discuss the role of market research in product development

(5)
