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School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MSB21T2005 - Design Thinking for Innovation

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What are the principles of design thinking? K1 (2)
- 2) Illustrate the stages of creative process? K2 (4)
- 3) illustrate the conditions that encourage innovation in a company? K2 (6)
- 4) "Human-oriented "— heuristics are oriented for use by a human being, not a machine as mentioned in The TRIZ Theory. Develop a plan to promote Training and development /Learning and Development of manpower , keeping this statement in mind. K3 (9)
- 5) Identify The negative view of the Stage – Gate™ Process. Provide solution to the situation to promote innovation in the organization. K3 (9)
- 6) Appraise the tools for directed creativity. K5 (10)
- 7) Analyse the contribution of Emphasis on the future, in today's Business with New Product Development. Give Examples of products and services and their dependence on technology. K4 (12)
- 8) Explain the role of Norman's Three Levels of Design in Business Process. K5 (15)
- 9) Explain the contribution of open innovation? K5 (15)
- 10) Alvin and Heidi Toffler's work has influenced many thinkers in government and industry. The Tofflers speak of the latter half of the twentieth century as the early days of the third wave of society. The first two waves saw humankind progress to an agricultural society and then to an industrial society. The third wave, the one that we in the developed world are in the midst of now, is the information society. Plan a Business venture , for a global organization /market ,keeping in mind the Statement and support your points with examples. K6 (18)