

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BCA/MCA INTEGRATED - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: BC03001071

Date: 08-12-2025

Subject Name: Design Thinking and Innovation

Time: 10:30 AM TO 01:00 PM

Total Marks: 70

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 (a) What is design thinking? explain its attributes	07
(b) Explain models of design thinking in detail	07
Q.2 (a) Explain persona creation in details	07
(b) What is observation? Explain it's types	07
OR	
(b) Explain origin of design thinking	07
Q.3 (a) Explain HMW questions in know your problem	07
(b) Explain how to know your problem in details	07
OR	
(a) Explain role playing in details	07
(b) What is brainstorming ? Explain in details	07
Q.4 (a) Explain mind mapping in details	07
(b) Explain the six thinking hats	07
OR	
(a) Explain know your failure in details	07
(b) Explain concept sketching in details	07
Q.5 (a) Explain user feedback details design thinking	07
(b) Explain case study in design thinking	07
OR	
(a) Explain how to know your user	07
(b) How to know your product in details?	07
