

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.**

	<b>Marks</b>
<b>Q.1</b> <b>Define terms/Short questions</b>	<b>14</b>
(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?	
<b>Q.2</b> <b>Short Note (Any Four out of Six)</b>	<b>16</b>
<b>Short Note (Any Four out of Six)</b>	
(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.	
<b>Q.3</b> Explain five stages process of design thinking.	<b>10</b>
<b>OR</b>	
Why does business use design thinking? Explain in detail	<b>10</b>
<b>Q.4</b> Explain AEIOU framework in detail.	<b>10</b>
<b>OR</b>	
Explain Double Diamond process of design thinking	<b>10</b>

\*\*\*