

<b>Semester: Dec 23 – Apr 24</b>		
<b>Maximum Marks: 25 Examination: ETE Exam Date:24-04-2024 Duration: 1.5 hrs</b>		
<b>Programme code: 17</b> <b>Programme: PGDM EXE</b>	<b>CLASS: SY</b>	<b>Semester: III</b>
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the department/Section/Center: General Management</b>	
<b>Course Code: 117I17E308</b>	<b>Name of the Course: Design Thinking - I</b>	
<b>Instructions:</b>		

Question No.		Max. Marks
1.	<p><b>Q1: Scenario-</b> (Suppose) Your company manufactures high-tech Healthcare products that use cutting-edge technology to diagnose and treat complex health problems. For selling the devices in the B to B market, the salespersons need to have a high degree of product knowledge as well as domain knowledge about healthcare. Besides, there are field operations teams who are responsible for deploying and maintaining the devices, who need to have in-depth understanding of the machine's design and operations.</p> <p>Your company has a Pan-Asia presence and has business in at least 50 major cities, with sales and operations teams comprising of local persons as well.</p> <p>You and your teammates are working on a project to enhance the product knowledge for the field teams, both from sales and operations.</p> <p><b>Q. How can the Design Thinking process help in your project? Illustrate the steps of the process with possible outcomes of each stage.</b></p>	10
2.	<p>How is 'Design thinking' related to 'Innovation'?</p> <p>What do you understand by Frugal Innovation, illustrate with an example.</p>	3 + 2
3.	<p>'Design Thinking propagates to approach the problem first using the right brain and then the left brain'. What do you understand by the statement?</p>	3
4.	<p>Which two 'Pillars' (or 'Principles') of design thinking are most useful during the Define Phase of the Design thinking process?</p>	2
5.	<p>Explain the process of 'Clustering and Affinity diagrams' with an example from your own project.</p>	5

