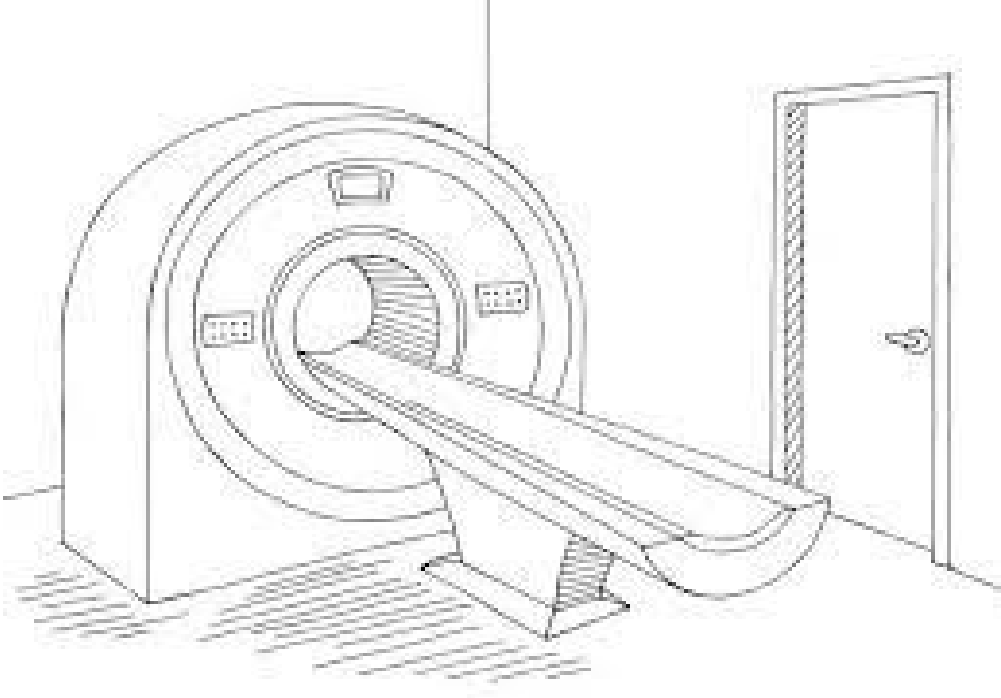


Semester: Jan – Mar 24		
Maximum Marks: 50 marks Examination: ETE Exam Date: 02-04-24 Duration:3 hrs		
Programme code: 01	Class: FY	Semester/Trimester: III
Programme: MBA		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: General Management	
Course Code: 217P01C310	Name of the Course: Design Thinking and Entrepreneurship	
Instructions: All Questions are compulsory Use separate Answer-sheets for Part A & Part B from		

Question No.	Part A: Design Thinking (25 Marks)	Max. Marks
Q1.	<p>“Design Thinking is not a monologue; it’s a conversation.” Draw the Empathy Map and explain the importance of each quadrant.</p> <p>Or</p> <p>What are the dimensions & characteristics of Design Thinking?</p>	5 Marks
Q2.	<p>Imagine yourself as an app developer. Develop an application for the re-sale of electronic items using Design Thinking. Name the application, create the persona & draw the stakeholders’ map.</p>	10 Marks
Q3.	<div style="text-align: center;">  </div> <p>The picture shows MRI machine. Use the Human-centric approach to re-design the machine for Kids, so that the experience becomes fun and not scary to them. Based on the guidelines given answer the following:</p> <p>(a) What are the touchpoints or pain points for kids when they see MRI machine?</p> <p>(b) Re-draw the machine on your answer sheets and sketch your suggestions.</p>	10 Marks (5x2)
	Part B: Entrepreneurship Management (25 Marks)	
Q-4	<p>A. Elaborate upon the bird-in-hand principle and its significance in effectuation. Provide at least two examples.</p> <p>Or</p>	10 Marks

	<p>B. Sumit and Niharika plan to create a mobile app that connects fitness enthusiasts with personal trainers for virtual coaching sessions. They have approached you to seek advice on identifying and defining the primary target customer segment, channels to market their app, and possible revenue streams for their start-up.</p>	
Q-5	<p>Vrinda has been working on her start-up idea of sustainable fashion. She has already launched her first collection recently at the Lakme Fashion Week and received multiple orders after the show. She is now struggling to manage the funds required to fulfill the orders. She has reached out to you as a renowned consultant to assist entrepreneurs in procuring funds from Investors.</p> <p>List five selection criteria from the 'point of view of investors' to fund Vrinda's start-up.</p>	10 Marks
Q-6	<p>List five areas from which entrepreneurs obtain their ideas. Discuss two entrepreneurs & their sources of ideas.</p>	05 marks