

<b>Sem: Sep-2024</b>			
<b>Maximum Marks: 50</b>	<b>Examination: End Exam</b>	<b>Date:</b>	<b>Duration: 2.5hrs</b>
<b>Programme code:</b> <b>Programme:</b> MBA for working executive (program code-18)	<b>Class:</b> FY	<b>Semester: IV</b> <b>Batch-1</b>	
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the department/Section/Center:</b>		
<b>Course Code: 217P08C404</b>	<b>Name of the Course: Design Thinking - II</b>		
<b>Instructions:</b>			

Question No.		Max. Marks
1.	<p>Godrej &amp; Boyce wants to explore ways to make its products more environmentally friendly and make this vision widely known to their consumers. To start with, they wish to make the packaging of their products as “Zero-waste” packaging.</p> <p>How can Design Thinking help identify innovative packaging solutions that reduce waste, minimize environmental impact, and meet consumer expectations?</p> <p>Please consider a variety of perspectives, empathize with different stakeholders, and generate creative solutions that align with Design Thinking principles.</p> <p>Illustrate your answer using relevant tools such as Stakeholder map, empathy map, affinity diagram, HMW questions, storyboard.</p>	15
2	<p>Among the ten pillars of Design thinking, write about any TWO most important pillars that you can relate to. Please illustrate your answer with examples.</p>	10