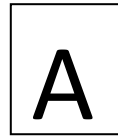




Reg.No:

SNS College of Technology, Coimbatore-35.
(Autonomous)
Internal Assessment - I
Academic Year 2022-2023 (Odd)
First Semester
Department of Management Studies
19BAT605– Design Thinking for Managers



Time: 1 ½ Hours

Maximum Marks: 50

Answer all the Questions

PART A

	CO	Blooms	Marks
1. Define Design Thinking	CO-1	Un	2
2. Why people are important in design thinking?	CO-1	An	2
3. Define empathy	CO-2	Un	2
4. Outline the 5 process of Design Thinking	CO-2	R	2
5. Difference between Design Thinking and Human centered Design Thinking	CO-1	Un	2

PART B

6. a. Today's business need design thinking. Justify with examples. (or)	CO-1	Ap	13
b. Imagine you have started a new bakery in Coimbatore. What are the problems that you face as a owner of the bakery?	CO-2	An	13
7. a. Illustrate design thinking process with an example (or)	CO-2	U	13
b. Reframing the problem is the most important part in Design Thinking. Justify with an example.	CO-1	Ap	13
8. a. Case Study: Grofers is an Indian online grocery delivery service. It was founded by IITians in December 2013 and is based out of Gurugram. As of 2018, the company has raised about \$442.5 million	CO-1	An	14

from investors including SoftBank, Tiger Global and Sequoia Capital. The name Grofers is a portmanteau of "grocery gophers". Customers of the company use a mobile application to order groceries online. Grofers employees then secure the items from their warehouse and deliver the items to the consumer. The delivery may be scheduled for any time of the day. They have their own warehouse and the products will be stored in the warehouse. If the product ordered by the customer is not in the warehouse, the delivery boy will purchase and deliver the item to the customer. Grofers currently operates in 18 cities. This grofers started in Coimbatore in the year of 2015 with a large inventory. But it didn't go well and they closed the grofers in Coimbatore in the year of 2017. This is because of the culture in Coimbatore. And They have their competitor in Coimbatore which was already established. And they didn't research about Coimbatore so well.

Question for discussion:

1. Invoke a better solution to succeed in Coimbatore
(or)
- b. Illustrate about the Design Thinking Framework with live examples

G.Hari
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