



Reg.No:

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

**B**

**Time: 1 ½ Hours**

**Maximum Marks: 50**

**Answer all the Questions**

**PART A**

	CO	Blooms	Marks
1. Define POV	CO-2	R	2
2. Analysis & Synthesis are used in all stages of Design Thinking. Justify	CO-2	An	2
3. Draw the Graph of Now, Wow and How Matrix	CO-3	U	2
4. Difference between open ended and closed Questions	CO-2	U	2
5. User Research is important in Design Thinking. Justify	CO-2	An	2

**PART B**

6. a. Illustrate the different methods to select the best 3 ideas in Ideation stage with examples.	CO-3	Ap	13
(or)			
b. Summarize the steps involved in Context mapping with examples	CO-2	Ap	13
7. a. Imagine you are working for improving the quality of service in a Restaurant. Invoke some ideas that are possible in making the service the best.	CO-3	An	13
(or)			
b. Outline the Techniques that are used in Ideation Stage for generating Ideas	CO-2	Ap	13

8 a **Case Study:** CO-3 An 14

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 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. Write the Analysis, Synthesis, Problem Statement and POV for the above Case

(or)

b. Explain the process to accomplish good questions and the techniques for questioning in define stage CO-2 Ap 14

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**G.Hari**  
Course Faculty

**Ms.S.Swarnam**  
Teaching Coordinator

**Dr.P.Krishnaveni**  
HOD / MBA