



NAME OF THE SCHOOL
CONTINUOUS ASSESSMENT TEST - II
WINTER SEMESTER 2024-2025

SLOT: G1

Programme Name & Branch : B.Tech(BBS)
Course Code and Course Name : CBS2003 Design Thinking
Faculty Name(s) : Dr.P.Balakrishnan
Class Number(s) : VL2024250506072
Date of Examination : 22-03-2025
Exam Duration : 90 minutes
Maximum Marks: 50

General instruction(s):

- Answer All Questions
- Course Outcomes
 - a. CO3: Use the different ideation methods and come with different feasible and viable ideas for solving the problem statements.
 - b. CO4: Create prototypes for clear understanding of the problem statement.
 - c. CO5: Test the created prototypes and be able to iterate if the design does not meet the customer requirement

Q. No	Question	M	CO	BL
1.	Systematically apply the six thinking hats method to outline a strategic plan for launching a new sustainability-focused product line	10	3	5
2.	Design a lean canvas for a solution aimed at reducing the environmental impact of single-use plastics.	10	4	6
3.	Design a wireframe prototype for a food waste monitoring and management system tailored for a hostel. The system should include features like centralized waste tracking, real-time waste reporting, waste reduction methods, smart food waste bins, and support resident incentives for not wasting the food. The design must be user-friendly, intuitive, and visually display key data like waste categories, trends, and goals to encourage collective action and reduce food waste within the hostel.	10	4	4
4.	The mobile banking app allows users to manage their finances by providing features such as account balances, transaction history, bill payments, fund transfers, and savings goals. The goal of the app is to provide an intuitive, user-friendly experience, particularly for users who may not be very tech-savvy but still need easy access to financial management. Propose a methodology to validate whether these features are satisfying the user expectation or not.	10	5	3
5.	Global food security is under threat due to population growth, climate change, and resource scarcity, making sustainable food production critical. Assess whether the application of synthetic biology is satisfying its end goal which is being used to engineer microorganisms and plants to produce food more efficiently as a suitable solution. The possible foods that can be produced are lab-grown meat, genetically engineered microbes to produce plant-based protein, and bio-fabricated foods. Also, assess the vertical farming with AI optimization as an alternative choice to assure the same food security end goal as traditional agriculture is facing challenges related to land usage, water scarcity, and climate change.	10	5	6
