

MBA in EMS Semester-2 Examination

IISe-EMS8

Managerial Communication & Design Thinking

Time : 2-30 Hours]

April-2024

[Max. Marks : 70

Instructions:

- *Question no 1 to 4 carry 14 marks each. Out of the two questions per question, attempt any one*
- *Question no 5 carries 14 marks (each question of 2 marks). Out of the 12 questions, attempt any seven.*

Question 1**Case 1 - Innovating Healthcare Delivery: Redesigning Patient Experience**

A local healthcare clinic is facing challenges in providing satisfactory patient care due to long wait times, administrative inefficiencies, and outdated facilities. Despite having skilled medical staff, patient satisfaction scores are declining, and negative reviews are affecting the clinic's reputation. The clinic management is determined to enhance the patient experience, streamline processes, and modernize facilities while ensuring high-quality healthcare delivery. They are seeking innovative solutions to redesign the patient journey, improve operational efficiency, and foster a welcoming environment for patients.

A) How can design thinking principles be applied to address the challenges faced by the healthcare clinic and enhance the overall patient experience? (14 marks)

OR

B) Reflecting on the clinic's situation, propose actionable steps using the "Inspire, Ideate, implement" framework to redesign the patient journey and improve operational efficiency. (14 marks)

Question 2**Case 2 - Sustainable Urban Mobility: Redefining Transportation Solutions**

A city's public transportation system is struggling to meet the needs of its growing population, leading to overcrowded buses, long wait times, and traffic congestion. Commuters are frustrated with the unreliable service and limited connectivity, resulting in decreased ridership and increased reliance on private vehicles. City officials are committed to promoting sustainable urban mobility, reducing carbon emissions, and improving public transit accessibility. They are exploring innovative strategies to redesign the transportation network, enhance user experience, and encourage modal shift towards eco-friendly modes of travel.

A) In the context of design thinking, propose user-centric solutions to address the challenges faced by the city's public transportation system and promote sustainable urban mobility. (14 marks)

OR

B) Suggest implementation strategies using the "Inspire, Ideate, implement" framework to redesign the transportation network, improve user experience, and encourage modal shift towards eco-friendly modes of travel. (14 marks)

P.T.O.

Question 3

Case 3 - Digital Transformation in Retail: Enhancing Customer Engagement

A traditional retail chain is struggling to compete with online retailers and e-commerce platforms, resulting in declining foot traffic and sales revenue. Customers are increasingly turning to online shopping for convenience and variety, posing a threat to brick-and-mortar stores. The retail chain is keen on embracing digital transformation to enhance customer engagement, personalize shopping experiences, and integrate online and offline channels seamlessly. They are seeking innovative digital solutions to revitalize their retail operations, attract new customers, and stay relevant in the digital age.

A) Considering feasibility constraints, propose iterative design approaches to incrementally transform the retail chain's operations and enhance customer engagement while minimizing disruption to existing processes. (14 marks)

OR

B) Utilize the "Inspire, Ideate, Implement" framework to devise a digital transformation strategy for the retail chain, focusing on enhancing customer engagement, integrating online and offline channels, and staying competitive in the digital marketplace. (14 marks)

Question 4

Answer and one of the following questions with reference to Case 3 above.

A) During the "Discover" phase, recommend research methods that the retail chain can use to gain insights into consumer behavior, preferences, and expectations in the digital retail landscape. (14marks)

OR

B) In the "Develop" stage, outline how the retail chain can collaborate with technology partners, marketing agencies, and internal stakeholders to translate consumer insights into actionable digital solutions that improve customer engagement and drive sales. (14 marks)

Question 5

14marks

Attempt any seven out of the twelve questions.

1) What are the essential elements of a K-Script?

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|--|-----------------------------------|
| A) Who, What, Where | C) User, Interface, Functionality |
| B) Who, Observable Action, Unobservable Action | D) User, Interaction, Environment |

2) Which stage of the design thinking process involves understanding user needs deeply?

- | | |
|--------------|--------------|
| A) Ideate | C) Empathize |
| B) Prototype | D) Test |

3) What is the main goal of the Double Diamond model?

- A) To generate as many ideas as possible
- B) To converge on a single solution quickly
- C) To balance divergence and convergence in the design process
- D) To develop prototypes rapidly

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- 4) How does empathy contribute to the design thinking process?
- A) By generating innovative ideas
 - B) By understanding user needs deeply
 - C) By implementing solutions quickly
 - D) By conducting market research
- 5) What is the primary purpose of K-Scripts in design projects?
- A) To generate user personas
 - B) To visualize user interactions and experiences
 - C) To conduct usability testing
 - D) To develop marketing strategies
- 6) Feasibility assessment is crucial in design thinking to evaluate technical viability.
True or False?
- 7) Design thinking fosters collaboration by promoting cross-functional teamwork.
True or False?
- 8) Iteration is important in the design thinking process to gather feedback from users.
True or False?
- 9) Prototyping in design thinking is primarily used to finalize solutions.
True or False?
- 10) User-centricity differentiates design thinking from other problem-solving approaches by emphasizing empathy and understanding user needs.
True or False?
- 11) The IDEO framework inspires innovation in design by fostering collaboration and brainstorming.
True or False?
- 12) The main goal of the Double Diamond model is to converge on a single solution quickly.
True or False?
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