

MSc. IT (FIN) Sem.-2 Examination

FITMSC - 10

Design & Critical Thinking for Fin. Tech. Start Ups

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instructions:

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**

- Q.1 Explain the process of evaluating new business opportunities for start-ups. 14
Discuss the role of risk assessment in this evaluation and provide examples of how successful start-ups have navigated these factors to achieve growth and sustainability.

OR

Discuss the key components of the start-up ecosystem. Explain how these factors interact to foster innovation and entrepreneurship, and analyze the challenges faced by start-ups in a developing economy.

- Q.2 Explain the concept of brainstorming as a creative problem-solving technique. 14
Discuss the key principles and techniques that make brainstorming effective

OR

Discuss the different creative thinking styles. Explain how each style contributes to problem-solving and decision-making in both individual and organizational contexts.

- Q.3 Explain the SCAMPER technique as a method for creative thinking and 14
problem-solving. Describe each of the seven components of SCAMPER, and discuss how this technique can be applied in various unusual, personal, or professional situations. Provide examples of how SCAMPER can inspire innovative ideas, improve existing products or services, and encourage out-of-the-box thinking in real-world scenarios.

OR

Discuss the Theory of Inventive Problem Solving (TRIZ) and its key principles, provide examples of how organizations have used TRIZ to drive innovation and solve complex challenges, and evaluate its effectiveness compared to traditional problem-solving approaches.

- Q.4 Discuss the concept of Design Thinking and its role in driving business 14
innovation.

OR

Explain how storytelling tools and mind mapping techniques can be used to prepare the mind for creative thinking and idea generation. Discuss the role of storytelling in structuring and visualizing ideas, and how mind mapping

helps in organizing thoughts and connecting concepts. Provide examples of how these techniques can be applied in both personal and professional settings to generate innovative ideas and solve complex problems.

Q.5 One Liner Questions (07 out of 10)

Two marks for each question

14

1. Startup
 2. Entrepreneur
 3. Prototyping
 4. Design Thinking
 5. User Experience
 6. Brainstorming
 7. Decision-Making
 8. Startup India
 9. Creativity
 10. Ideation
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