

Post Graduate Diploma in Management (RM): 2019-21

Design Thinking

Sub. Code: RM-309

Trimester – III, END-TERM EXAMINATION: June 2020

Time: 1 Hr 30 Min

Max Marks: 30

All questions are compulsory

1. Please explain Byju's evolution using the 6-D framework of Exponential Innovation.
(CILO-1) 10 marks

2. What aspects of Design Thinking do you see in the Byju's case study?
(CILO-3) 10 marks

3. Articulate Byju's Value Proposition using the framework of the Value Proposition Canvas.
(CILO-2) 10 marks
