C–1517	Sub. Code
	82713

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

UI Design and Development

COMMUNICATION AND MEDIA DESIGN

(2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Short Answer questions with no choice.

1.   What is communication?

2.   How do get intellectual property?

3.   Define Patent.

4.   Are moral rights transferable? Justify

5.   What is conceptual animation?

6.   What is interactive prototype in UI design?

7.   Define pilot study.

8.   What is organizational Ergonomics?

9.   What is project management?

10.   What is Usability?

Part B $(5 \times 5 = 25)$

Brief answer with either or type.

11. (a) Explain the different types of communication model and give some appropriate example of each.

Or

(b) Explain a brief history of computers and multimedia.

12. (a) What is freedom of speech? Discuss with some example.

Or

(b) Explain the properties of good knowledge representation techniques?

13. (a) What are the difference between UI and UX design and give some examples.

Or

(b) Write a short note on – UI, UX, CX and IxD with examples.

14. (a) Explain the main purpose of semiotics.

Or

(b) Briefly explain the term - the idea of sign.

15. (a) What is Ubiquitoes computing? How can business use it?

Or

(b) What is UXD? Explain the step by step process of UXD.

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Part C (3 × 10 = 30)

Essay type questions of either or type.

16. (a) Explain the Case study of Skinner box.

Or

(b) How behavioural design creates the best user experience?

17. (a) What is intellectual property? Explain the different types and importance of I P.

Or

(b) What is customer touch points? Explain how to identify it and give some suitable example

18. (a) Briefly explain about the SCAMPER technique.

Or

(b) What is SDLC? Explain the various phases of SDLC.

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C–1518	Sub. Code
	82714

B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

UI Design and Development

PROGRAMMING AND SCRIPTING

(2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Short answer questions with no choice.

1.   What do you mean by inline function?

2.   What are constant arguments?

3.   What are modifiers? What are the types?

4.   Call by value vs. call by reference. Explain?

5.   What is dynamic binding or late binding?

6.   What is data hiding? How it is implemented in C++?

7.   Explain image maps with its syntax.

8.   What are character references?

9.   List the advantages of CSS.

10. List out some primary CSS text properties.

Part B (5 × 5 = 25)

Brief answer either or type.

11. (a) Explain recursive function with an example.

Or

(b) Explain assignment operators with an example.

12. (a) Write a program to skip every third element of an array.

Or

(b) Explain call by pointer with an example.

13. (a) With an example, explain multilevel inheritance.

Or

(b) Explain the different access specifiers with example.

14. (a) Discuss semantic tags.

Or

(b) Explain new Form input types in HTML5.

15. (a) What is CSS? List out the various CSS Properties. Explain the various concepts of CSS properties with neat example.

Or

(b) What is CSS flexbox? Explain with an example.

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Part C (3 × 10 = 30)

Essay type question of either or type.

16. (a) Write a program to check whether the number is even or odd using function with arguments and with return type.

Or

(b) Write a program to find the factorial of a number using functions.

17. (a) Explain compile time and runtime polymorphism with an example.

Or

(b) Explain abstract class with example.

18. (a) Write example program for each type of CSS.

Or

(b) What are the various formatting tags in HTML5?

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