

C-4261

Sub. Code

82025

M.Des. DEGREE EXAMINATION

COMMUNICATION DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

COGNITIVE ERGONOMICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by cognition?
2. Define sensation.
3. What is perception?
4. What is cognitive ergonomics?
5. What is stimulus response ergonomics?
6. What is cognitive engineering?
7. What do you mean by activity mapping?
8. What does cognitive load refer to?
9. What are the major areas of ergonomics?
10. Define cognitive design.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Highlight the importance of “Cognitive Ergonomics”.

Or

- (b) What is embodied cognition? Explain with example.

12. (a) Explain Norman’s seven stages of action.

Or

- (b) Write a short note on sensation and perception.

13. (a) Write the merits of cognitive design.

Or

- (b) What are the effects of proprioception on memory.

14. (a) List the salient features of gratification model.

Or

- (b) What is interactive media design? Explain.

15. (a) Discuss about the cognitive aspects of user behavior.

Or

- (b) Write a brief note on cognitive engineering

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the principles of cognitive engineering.

Or

- (b) How does the design principle help in the design process?

17. (a) Discuss the importance of cognitive ergonomics, stimulus-response and Action-Reward with suitable example.

Or

- (b) What is item interface? Differentiate the types of interfaces.

18. (a) What is mental model? Explain the importance of mental model.

Or

- (b) Highlight the importance of Design goals.
