

C-4647

Sub. Code

81946

B.Des. DEGREE EXAMINATION

INDUSTRIAL DESIGN

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

COGNITIVE ERGONOMICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define : Cognitive Engineering.
2. What is Sensation?
3. What is proprioception?
4. Brief on morphology of interactive idea.
5. Tell about Consumer.
6. What is Satisfaction?
7. Define : Cognitive ergonomics.
8. Tell any one principle of Cognitive ergonomics.
9. What is design assignment?
10. What are the uses of cognitive engineering?

Part B

(5 × 5 = 25)

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

11. (a) Brief on attention.

Or

(b) Summarize about retention.

12. (a) Write briefly on perceptual biases.

Or

(b) Brief on activity mapping.

13. (a) Summarize on design goals.

Or

(b) Tell about effectiveness.

14. (a) Brief on response mechanisms.

Or

(b) Write about one principle on cognitive engineering.

15. (a) Explain briefly on the applications of cognitive ergonomics.

Or

(b) Give short note on Cognitive Dog.

Part C

(3 × 10 = 30)

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

16. (a) Take a product, Identify and solve violations of Cognitive design principles.

Or

- (b) Elaborate on Cognitive Engineering.

17. (a) Explain on Stimulus - Response.

Or

- (b) Elaborate on Action - reward.

18. (a) Write in detail about embodied cognition.

Or

- (b) Explain on Affordable.
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