

C-3801

Sub. Code

81817/81917

81117/81217

B.DES. DEGREE EXAMINATION

**INTERIOR DESIGN/INDUSTRIAL DESIGN/
FASHION DESIGN/COMMUNICATION DESIGN**

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ENGLISH COMMUNICATION – I

**(Common for B.Des., (CD)/B.Des., (Indu. D)/
B.Des., (FD)/B.Des., (ID))**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is modified cloze?
2. Define intensive reading.
3. Write any two barriers to listening.
4. What are adjectives?
5. How to write a report? Give an example.
6. What is critical reading?

7. Define role play.
8. Explain descriptive writing.
9. Write the definition of an evaluative essay.
10. What are the thinking strategies?

Part B

(5 × 5 = 25)

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

11. (a) What are the contextual meanings? Give examples.

Or

- (b) How do you describe the process using sequence words?

12. (a) Explain the modes of non-verbal communication.

Or

- (b) How do you the listening procedures?

13. (a) What is stress and intonation?

Or

- (b) How do you write an effective complaint letter?

14. (a) What are phrasal verbs and its types?

Or

- (b) What is the use of prepositions? Write any five sentences using prepositions.

15. (a) Write a short note on the levels of thinking.

Or

(b) What is an analytical reasoning skills?

Part C

(3 × 10 = 30)

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

16. (a) Write an essay on 'Your future career plans'.

Or

(b) Write a formal letter to the editor on street light problem.

17. (a) Write a complaint letter against damaged goods to the manager.

Or

(b) Write a resume for the post of Sales officer.

18. (a) Prepare a script for playing the role of leader of in a group.

Or

(b) Underline the gerund phrase in the sentence below :

(i) Keeping a light on in the house helps to discourage robbers.

(ii) Mrs. Kannan enjoys playing piano.

(iii) I remember promising Sanjeev is my best friend.

- (iv) Standing during a two-hour train trip is not my idea of fun.
 - (v) Do you like sailing in the lake?
 - (vi) Volunteering at the hospital is just one of Hema's activities.
 - (vii) Mrs. Jaya enjoys watching quiz shows on TV.
 - (viii) Allow 20 minutes a Pound for roasting the turkey.
 - (ix) Taking out the garbage is not my favourite job around the house.
 - (x) Understanding a foreign language and speaking it well are two different things.
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C-4646

Sub. Code

81846

B.Des. DEGREE EXAMINATION

COMMUNICATION 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. What is Proprioception?
2. Write a short note on design development.
3. State an example for activity mapping.
4. Write about cognitive engineering.
5. Mention two differences on attention and retention.
6. Outline and write on the mental model.
7. Write any two concepts of cognitive ergonomics.
8. State two learning outcomes of cognitive ergonomics.

9. State cognitive design principles.
10. What is Cognition?

Part - B (5 × 5 = 25)

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

11. (a) Briefly explain Norman's seven stages of action.

Or

- (b) What is cognitive engineering and write down its basic principles.

12. (a) Brief on Human processor model.

Or

- (b) Write about the importance behind design goal.

13. (a) Detail a note on Response Mechanism.

Or

- (b) Write short note on cognitive design principles.

14. (a) Differentiate the following :

- (i) Sensation and Perception
(ii) Alteration and Retention

Or

- (b) Answer briefly on the key concepts as follows :

- (i) Affordance and Proprioception
(ii) Cognitive Load

15. (a) Write a brief note on Stimulus response.

Or

- (b) Write down the Morphology of Interactive Media.

Part - C

(3 × 10 = 30)

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

16. (a) Briefly discuss on cognitive ergonomics and its key concepts.

Or

- (b) Detail the history of cognitive ergonomics and its advancements in 2020.

17. (a) Detail on Data, Consumer, Input channels, Response Mechanism with suitable examples.

Or

- (b) Elaborate briefly on Activity Mapping.

18. (a) Detail essay writing on violations of cognitive design principles.

Or

- (b) Frame design assignment with the following products and explain cognitive ergonomics in detail.

- (i) Kitchen
- (ii) Office rolling chair
- (iii) Dining table
