

**C-4262**

**Sub. Code**

**82032**

**M.Des. DEGREE EXAMINATION  
COMMUNICATION DESIGN  
NOVEMBER 2021 EXAMINATION**

**Third Semester**

**DESIGN MANAGEMENT AND PROFESSIONAL  
PRACTICES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is design?
2. What are the key roles of design management?
3. Define project management.
4. What is a project?
5. What is goal setting?
6. Name the field where we use designs.
7. List down the skills of a good designer.
8. What is the purpose of design?
9. Why is value of delivery important in design?

10. What do you mean by predictive analysis?

**Part B**

(5 × 5 = 25)

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

11. (a) State the importance of innovation in design.

Or

(b) What is design thinking? Explain.

12. (a) What are the basic principles of organizational design management?

Or

(b) What is the role of ethics in design? Explain.

13. (a) How many types of designs are there? Explain.

Or

(b) Enumerate the role of a designer.

14. (a) Highlight the code of ethics of a designer.

Or

(b) What is meant by development planning?

15. (a) Differentiate personal goal setting and professional, development planning.

Or

- (b) Write a note on operative techniques of a designer.

**Part C**

(3 × 10 = 30)

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

16. (a) What is a design management plan? Explain with a neat sketch.

Or

- (b) Explain in detail the relationship between a client and a designer.

17. (a) What are the problems faced by a designer in designing? Explain.

Or

- (b) Write a brief note on the skills and knowledge required to assess the designing risk.

18. (a) Discuss on the pros and cons of a designer.

Or

- (b) Who is a designer? Explain the relationship of a designer and a client.

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**M.Des. DEGREE EXAMINATION**

**COMMUNICATION DESIGN**

**NOVEMBER 2021 EXAMINATION**

**Third Semester**

**LIBERAL ARTS - WORLD AESTHETICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term "World aesthetics".
2. What is liberal arts?
3. What is meant by folk?
4. What are the elements of aesthetics?
5. When did the Scandinavian design movement emerge?
6. What are Scandinavian colors?
7. What is Bohemian aesthetics?
8. What does Bohemian style mean?
9. Define Global culture.
10. What are the social customs?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the aesthetic ideas of Edmund burke?

Or

- (b) Explain the term Bauhaus in aesthetic.

12. (a) Differentiate between arts and aesthetics.

Or

- (b) Outline the value system of aesthetics.

13. (a) Write a note on design festivals.

Or

- (b) Who introduced aesthetic? Explain the concept of aesthetics.

14. (a) Explain aesthetics and the philosophy of art.

Or

- (b) Briefly explain about the merits of design.

15. (a) Write down the theories of aesthetics.

Or

- (b) Write a short note on aesthetics in food presentation.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the application of Aesthetics in music, fashion and dance field.

Or

(b) Explain in detail the cultural aspects of aesthetics.

17. (a) What are the factors and ways to bring good aesthetics?

Or

(b) Explain in brief about the Bauhaus movement.

18. (a) Why is ideation important in design thinking?

Or

(b) Discuss the world aesthetics in art and architecture.

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