

C-5192

Sub. Code

**81817/81917/
81117/81217**

B.Des. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

ENGLISH COMMUNICATION – I

(Common for B.Des. (C.D./Indus.D/FD/ID)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer the following questions.

1. What is meant by Cloze reading?
2. Give two examples for comparative adjectives.
3. Choose correctly spelt word :
 - (a) (i) irresponsible
 - (ii) irresponsible
 - (iii) iresponsible
 - (iv) irressponsible
 - (b) (i) breakable
 - (ii) braekable
 - (iii) breakible
 - (iv) breekable
4. What is the basic rule for writing a paragraph?
5. Write two sentences using past tense.

6. Give examples for compound nouns.
7. Write any two words with multiple meanings.
8. What is needed for role play?
9. How can you sharpen your listening skill?
10. What is meant by intensive reading?

Part B

(5 × 5 = 25)

Answer the following questions.

11. (a) Match the following :
 - (i) joining up – amalgamating
 - (ii) partnering – twinning
 - (iii) matching – linking
 - (iv) marrying – pairing off
 - (v) balancing – teaming up
- Or
- (b) Write a note on oral reporting.
12. (a) Fill in the blanks with correctly spelt word :
 - (i) Please give me a _____ of paper (peace/piece)
 - (ii) How much is the railway _____? (fair/fare)
 - (iii) Jane has got very _____ looks. (plane/plain)
 - (iv) I really want to _____ some weight. (lose/loss)
 - (v) An oil lamp needs a _____ (weak/wick)

Or

- (b) What are the important aspects for writing a paragraph?

13. (a) Write a short notes on present perfect tense with examples.

Or

- (b) Write in short on channel conversion from text to chart.

14. (a) Write any five words using “trans –” as prefix.

Or

- (b) Spot the error from the following sentences and correct it :

- (i) I went to the India in 1967.
- (ii) She must has been on holiday.
- (iii) I went to work with the bus.
- (iv) I'm not agree: this exercise is very easy.
- (v) At this time tomorrow, I will be fly Tokyo.

15. (a) Fill in the blanks with correct form of conditional sentence :

- (i) If we meet at 9.30, we _____ plenty of time. (have)
- (ii) I _____ the office if I was with him. (call)
- (iii) Rani _____ safe if she drove slowly. (arrive)
- (iv) If you _____ in this lake, you will shiner from cold. (swim)
- (v) The door will unlock if you _____ the green button. (press)

Or

- (b) What are the strategies to develop our reading skill?

Part C

(3 × 10 = 30)

Answer the following questions.

16. (a) Write an essay on comparative adjectives.

Or

- (b) Explain in detail on conversational techniques.

17. (a) Describe the techniques for paragraph writing and taking notes.

Or

- (b) Write an essay on channel conversion from text to chart.

18. (a) Explain in brief on planning a tour.

Or

- (b) Prepare a group discussion on “Recent Trends in Education”.

C-5213

Sub. Code

81846/81946

B.Des. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

COGNITIVE ERGONOMICS

**(Common for B.Des. Communication Design/
B.Des. Industrial Design)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define design goals.
2. What is intellectual ergonomics?
3. Write short notes on input channels.
4. What is Data?
5. State two examples of response mechanism.
6. Describe stratification.
7. State efficiency.
8. Differentiate sensation and perception.
9. Define design assignment.
10. Define embodied cognition.

Part B

(5 × 5 = 25)

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

11. (a) Summarize the mental model with neat sketch.

Or

- (b) Explain the concepts of cognitive ergonomics.

12. (a) Briefly explain the seven stages of actions in user behaviour.

Or

- (b) Explain Norman's theory, merits and demerits of the theory.

13. (a) Explain the goal setting in framing design.

Or

- (b) With suitable examples, brief about efficiency compare it with effectiveness.

14. (a) Summarize the whole concepts of gratification model.

Or

- (b) Illustrate with examples the activity mapping in day to day life style.

15. (a) Detail cognitive engineering and its principles.

Or

- (b) Briefly discuss on the origin of cognitive engineering.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate on morphology of interactive media and list out the sub – divisions.

Or

- (b) Explain in detail the salient features of gratification models.

17. (a) Explain the cognitive ergonomics and cognitive engineering.

Or

- (b) Write in detail about the cognitive design assignment.

18. (a) Discuss the working principles of cognitive engineering and explain cognitive experience in detail.

Or

- (b) Explain design assignment, solve any corporate interface of cognitive design principles of your choice.

C-5214

Sub. Code

81851/81951

B.Des. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

**Common for B.Des Communication Design /
B.Des. Industrial Design**

PRINTING TECHNOLOGY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write any two applications of digital printing.
2. Write the advantages of screen printing.
3. Define digital printing process.
4. Define screen printing.
5. Give the components of offset printers.
6. Write down the applications of colour printing.
7. Give the process of doctor blade in printing.
8. Discuss on plate fixing in printing.
9. Write the types of dryers.
10. What are quality problems in printing?

Part B

(5 × 5 = 25)

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

11. (a) Brief note on types of dryers.

Or

- (b) Write about calendar roller dryer.

12. (a) How quality control attained in printing process?

Or

- (b) Explain the ways to detect problems during printing.

13. (a) Write a short note on features of digital printing process.

Or

- (b) Brief about the limitations and applications of screen printing.

14. (a) Brief the different aspects that affects the quality of screen printing.

Or

- (b) Write the process and its steps that undergone in colour printing.

15. (a) Detail a short note on offset printing.

Or

- (b) Write down the applications of colour printing and mention its daily use.

Part C

(3 × 10 = 30)

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

16. (a) Write in detail about the historical development of screen printing.

Or

- (b) Detail on essential components in screen printing state its advantages and limitations.

17. (a) Explain the essential components of screen printing and compare with offset printing.

Or

- (b) Elaborate on digital printing process, include its roles, applications, limitations and its significance.

18. (a) Explain on automatic plate fixing and computer controls in printing process.

Or

- (b) Detail on make ready operations and state its significance in printing technology.
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