

C-7527

Sub. Code

81874

B.Des. DEGREE EXAMINATION, NOVEMBER 2022

Seventh Semester

Communication Design

LIBERAL ARTS WORLD AESTHETICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is aesthetics?
2. Brief about Scandinavian.
3. What is the importance of aesthetics?
4. Write the two names of designs in India.
5. Name any two innovations in aesthetics.
6. Tell about aesthetics in dance.
7. Brief the relation between aesthetics and housing.
8. Relate aesthetics vs. food.
9. Tell any one importance of aesthetics in design.
10. Tell about sketch.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about any one design in the world.

Or

- (b) Write about the importance of aesthetics in present scenario.

12. (a) Write short notes on history on any one design.

Or

- (b) Summarize the innovation in an aesthetic.

13. (a) Write about aesthetics versus folk.

Or

- (b) Write shortly on importance aesthetics in music.

14. (a) Write briefly any one cultural aspect of aesthetics.

Or

- (b) Describe briefly values system with respect to aesthetics.

15. (a) Discuss briefly on “ideation of inspired design”.

Or

- (b) Brief on design festivals.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on modern designs in the world.

Or

- (b) Illustrate about bohemian.

17. (a) Discuss about evolution of aesthetics across the world.

Or

- (b) Explain about the contribution of aesthetics in religion.

18. (a) Write on cultural aspects on aesthetics in social customs.

Or

- (b) Write a study of design festivals.
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C-7501

Sub. Code

**81917/81817/
81117/81217**

B. Des. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Fashion Design

ENGLISH COMMUNICATION- I

**(Common for: B.Des (CD)/B.Des (Indus. D)/B.Des
(FD)/B.Des (ID)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Tense.
2. What is passive voice?
3. Mention any two uses of semi-colon (;).
4. Punctuate the following sentence:

In the market i purchased vegetables like cabbage
tomatoes onion cauliflower and green leaves
5. Write the antonyms for the following words:
 - (a) Persuade
 - (b) Hardworking
6. Which model can be used for recommendations?

7. What are the main skills involved in listening?
8. What is the purpose of advertisement?
9. What is passive listening?
10. How do you develop your accuracy in listening?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on descriptive paragraph.

Or

- (b) Write briefly on oral reporting.

12. (a) Write in short on the usage of spelling.

Or

- (b) Write a short note on the importance of punctuations.

13. (a) Write note on the usage of 'Need' and 'dare'.

Or

- (b) Give a short note on the uses of 'ought to'.

14. (a) Write shortly on the modal verbs to express probability.

Or

- (b) Write a short note on expression and purpose of role play.

15. (a) Write a short note on accuracy in listening.

Or

- (b) Write a paragraph on intensive reading.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on conversation techniques.

Or

- (b) Explain briefly on developing a paragraph using notes.

17. (a) Write an essay on the uses of listening in note-taking.

Or

- (b) Enumerate the significance of scanning the text and comprehension check.

18. (a) Write an essay on different types of reading.

Or

- (b) Prepare an advertisement on “XYZ Bags”.
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C-2177

Sub. Code

81122/81222/ 81822/81922

B.Des. DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

ENGLISH COMMUNICATION – II

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Form any two words using prefix for “self”.
2. What is contextual meaning?
3. What is an adverb?
4. Define stress.
5. What are the two types of intonation?
6. What is meant by Numerical adjective?
7. What is advertisement?
8. What are phrasal verbs?
9. What is case studies?
10. What are the levels of thinking?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Write short notes on sequencing words.
Or
(b) How do you sequence an incident for a story?
12. (a) What are the modes of non-verbal communication?
Or
(b) Explain skimming and its techniques.
13. (a) What is note-making? Explain evaluating content.
Or
(b) What are group discussion techniques.
14. (a) What is use of intensifying prefixes?
Or
(b) How will you prepare a checklist?
15. (a) What are the strategies for thinking?
Or
(b) What are the skills for analytical reasoning?

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Write a letter to the principal about the admission details.
Or
(b) How do you develop your ideas for writing a paragraph?

17. (a) Prepare a resume of your own to attend an interview.

Or

- (b) What are the difference between bio-data and CV?

18. (a) Identify any problem and find solution using case studies.

Or

- (b) Explain the following :

(i) Levels of thinking

(ii) Creative and Critical thinking.

C-6280

Sub. Code

81846/81946

B.Des. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

COGNITIVE ERGONOMICS

(Common for B.Des. Common Design/B.Des. (ID))

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Proprioception?
2. Define : Cognitive Engineering.
3. State an example for activity mapping
4. What is proprioception?
5. Mention two differences on attention and retention.
6. Tell about Consumer.
7. Write any two concepts of cognitive ergonomics
8. Define : Cognitive ergonomics.
9. State cognitive design principles.
10. What is design assignment?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain Norman's seven stages of action.
Or
(b) Brief on attention.
12. (a) Brief on Human processor model.
Or
(b) Write briefly on perceptual biases.
13. (a) Detail a note on Response Mechanism.
Or
(b) Summarize on design goals.
14. (a) Differentiate the following :
(i) Sensation and Perception
(ii) Alteration and Retention.
Or
(b) Brief on response mechanisms.
15. (a) Write a brief note on Stimulus response.
Or
(b) Explain briefly on the applications of cognitive ergonomics.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss on cognitive ergonomics and its key concepts.
Or
(b) Take a product, Identify and solve violations of Cognitive design principles.

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

Or

(b) Explain on Stimulus – Response.

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

Or

(b) Write in detail about embodied cognition.

C-7525

Sub. Code

81851/81951

B.Des. DEGREE EXAMINATION, NOVEMBER 2022.

Fifth Semester

PRINTING TECHNOLOGY

(Common for B.Des. Comm. Design / B.Des ID)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List the advantages of multi colour printing.
2. What are the disadvantages of computer-controlled printing?
3. What is CMYK?
4. List the advantages of screen printing.
5. What are the applications of screen printing?
6. What is Colorimeter?
7. What is transfer printing?
8. Name four ingredients of a printing paste.
9. What is resist printing?
10. Design a motif suitable for stencil.

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) Brief on multi colour printing.

Or

(b) Write a note on automatic plate fixing.

12. (a) Brief on problem identification in printing.

Or

(b) Explain the roller printing process.

13. (a) Explain in detail about screen printing.

Or

(b) How will you prepare cotton fabric for printing?

14. (a) Explain heat transfer printing.

Or

(b) Explain the tools and equipment required for tie and dye.

15. (a) Briefly explain about characteristics of digital printing.

Or

(b) Write about digital screen print?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different methods of printing.

Or

(b) Explain the resist printing process.

17. (a) Explain in detail about different types of dryers.

Or

(b) Explain on aspects that affect screen printing quality.

18. (a) How is digital screen printing done?

Or

(b) Explain the applications of digital printing.

C-7526

Sub. Code

81862/81962

B.Des. DEGREE EXAMINATION, NOVEMBER 2022

Sixth Semester

Communication Design

(Common for B.Des. Communication Design/B.Des (ID))

**DESIGN MANAGEMENT AND PROFESSIONAL
PRACTICE**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is learning style evaluation?
2. Tell about personal goal setting?
3. List the role of designer.
4. Relate designer and business.
5. List the roles of design.
6. Why skills are necessary for an individual?
7. Brief on “Innovations Vs Value”.
8. Name any two operative techniques.
9. What is the importance of ROI?
10. Write about strategy?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about the importance of skills.
Or
(b) Summarize about design management.
12. (a) Write about project.
Or
(b) Describe shortly about insight into content of organizations operation?
13. (a) Summarize about necessity of innovation in design management.
Or
(b) Brief on return on investment.
14. (a) Write about organizational objectives.
Or
(b) Relate design and innovation.
15. (a) What are the various strategies to sell an idea?
Or
(b) Justify the importance of operative techniques.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on predictive analytics.
Or
(b) Explain the strategy to convince client.

17. (a) Examine the roles of design in achieving the organizational goals.

Or

(b) Elaborate professional development planning.

18. (a) How the businesses and organizations view and use design?

Or

(b) Elaborate on project management.

C-7013

Sub. Code

**16/17/23/25/
26/27/29**

**COMMON FOR ALL U.G DEGREE COURSES
EXAMINATION, NOVEMBER 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Nonrenewable resources
2. Ecosystem
3. Food Chain of forest ecosystem.
4. Pandemic Emergencies.
5. Red Data Book
6. Hot spots
7. Climate Change
8. Deforestation
9. Biodiversity
10. Acid Rain

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate renewable and nonrenewable energy resources.

Or

- (b) Write notes on structure and functions of grassland ecosystem.

12. (a) Write notes on Food Webs of Forest Ecosystem with suitable examples.

Or

- (b) Write notes on Genetic, Species and Ecosystem Diversity.

13. (a) Write short notes on Food resources and its problems associated with them.

Or

- (b) Write notes on land resources and problem associated with them.

14. (a) Write notes on thermal pollution.

Or

- (b) Write notes on energy pyramids with suitable examples.

15. (a) Explore the threats to biodiversity.

Or

- (b) Write note on man-made disaster with special reference to strike.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Write an essay on multidisciplinary nature of environmental studies and about the need for public awareness on environment.

Or

- (b) Write an essay on Water Resources and problem associated with over-utilization of various water resources.
17. (a) Write an essay on Biogeographical classification of India.

Or

- (b) Write an essay on values of biodiversity.
18. (a) Write an essay on causes, effects and control measures of water pollution.

Or

- (b) Enumerate various strategies in managing disasters caused due to natural calamities.
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C-5664

Sub. Code

**16/17/23/25/
26/27/29**

**Common for All U.G. B.Sc./B.B.A. DEGREE
EXAMINATION, APRIL 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. ZSI.
2. WII.
3. What is renewable energy?
4. Food web.
5. Pyramid of numbers in aquatic ecosystem.
6. Red data book.
7. List out any five Endemic species of India.
8. List out marine pollutants.
9. *Ex Situ* Conservation.
10. Enlist Option Values of Biodiversity.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

- (b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

- (b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

- (b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

- (b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

- (b) Write notes on effects and control measures of nuclear hazards.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

- (b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on “India is a mega-diversity nation”.

Or

- (b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

- (b) Write an essay on concept, structure and function of ecosystem.