# **B.Des. DEGREE EXAMINATION, NOVEMBER 2022**

# Seventh Semester

# **Communication Design**

# LIBERAL ARTS WORLD AESTHETICS

#### (2019 onwards)

**Duration : 3 Hours** 

Maximum : 75 Marks

 $(10 \times 2 = 20)$ 

Part A

- 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 $(5 \times 5 = 25)$ 

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.

 $\mathbf{2}$ 

**Part C**  $(3 \times 10 = 30)$ 

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.

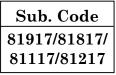
Or

- (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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# **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

 $(10 \times 2 = 20)$ 

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

$$(5 \times 5 = 25)$$

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 model verbs to express probability.

 $\mathbf{Or}$ 

- (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.

 $\mathbf{2}$ 

**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.

 $\mathbf{Or}$ 

- (b) Enumerate the significance of scanning the text and comprehension check.
- 18. (a) Write an essay on different types of reading.

 $\mathbf{Or}$ 

(b) Prepare an advertisement on "XYZ Bags".

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| 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

 $(10 \times 2 = 20)$ 

- 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 $(5 \times 5 = 25)$

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

 $(3 \times 10 = 30)$ 

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?

 $\mathbf{2}$ 

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.

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# 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**  $(10 \times 2 = 20)$ 

- 1. What is Propriocaption?
- 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

 $(5 \times 5 = 25)$ 

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** 
$$(3 \times 10 = 30)$$

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.

 $\mathbf{2}$ 

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

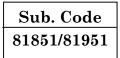
Or

- (b) Explain on Stimulus Response.
- 18. (a) Detail essay writing on violations of cognitive design principles.

Or

(b) Write in detail about embodied cognition.

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#### 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**  $(10 \times 2 = 20)$ 

- 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

 $(5 \times 5 = 25)$ 

# 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

 $(3 \times 10 = 30)$ 

Answer **all** questions.

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

Or

(b) Explain the resist printing process.

 $\mathbf{2}$ 

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

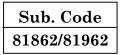
Or

- (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.

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#### **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

 $(10 \times 2 = 20)$ 

- 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

 $(5 \times 5 = 25)$ 

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.

 $\mathbf{Or}$ 

- (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?

 $\mathbf{Or}$ 

(b) Justify the importance of operative techniques.

#### Part C

 $(3 \times 10 = 30)$ 

Answer **all** questions.

16. (a) Elaborate on predictive analytics.

Or

(b) Explain the strategy to convince client.

 $\mathbf{2}$ 

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.

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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  $(10 \times 2 = 20)$ 

- 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**  $(5 \times 5 = 25)$ 

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.

 $\mathbf{Or}$ 

- (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.

 $\mathbf{2}$ 

**Part C**  $(3 \times 10 = 30)$ 

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.

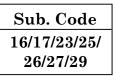
Or

- (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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# 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

 $(10 \times 2 = 20)$ 

Part A

- 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.
- (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.

 $\mathbf{2}$ 

**Part C**  $(3 \times 10 = 30)$ 

Answer **all** questions.

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

 $\mathbf{Or}$ 

- (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.
- (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.

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