

**C-0154**

**Sub. Code**

**81851/81951**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fifth Semester**

**PRINTING TECHNOLOGY**

**(Common for B.Des (Communication Design/B.Des (I.D))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is dryers in Printing?
2. Define Quality Control.
3. Mention the role of colour Printing.
4. Write any two demerits that affects the Screen Printing Quality.
5. Compare Screen Printing with modernised Printing techniques.
6. Give the scope and dryers in print technology.
7. Write down the significance of multi-colour Printing.
8. Write down the types of Printing techniques.
9. Discuss the Printing problems in line with Printing dryers.
10. What is plate fixing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe make-ready operations of Printing process.

Or

- (b) Explain about the steps in automatic plate fixing with sketch.

12. (a) Mention about the merits and demerits of offset printing technology.

Or

- (b) Brief about the process of colour printing and state its advantages.

13. (a) Describe quality control in brief and explain the various tools involved in it.

Or

- (b) Brief a note about tools involved in identifying the problems in printing process.

14. (a) Describe the aspects, which affects the screen Printing quality.

Or

- (b) Mention the essential components of Screen Printing.

15. (a) Describe the role of digital Printing process and state its limitations, if any.

Or

- (b) Mention the characteristics and importance of digital printing process.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write in detail about the computers and its controls in printing.

Or

- (b) Differentiate between the screen printing and digital printing based on its process, advantages, significance, roles and disadvantages.
17. (a) Write briefly the working of offset printing and detail the transition process that undergoes from digital to print.

Or

- (b) Detail about your understanding on colour Printing, its process and applications involved with suitable examples.
18. (a) Trace the origin and concept behind screen printing process.

Or

- (b) Detail on digital printing process and screen printing process with neat sketches.
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**C-0155**

<b>Sub. Code</b>
<b>81862/81962</b>

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023**

**Sixth Semester**

**DESIGN MANAGEMENT AND PROFESSIONAL  
PRACTICE**

**(Common for B.Des. (Comm. Design)/B.Des. (I.D.))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is “Design Skills”?
2. Tell about design knowledge.
3. Relate: Project Vs Management.
4. Compare : Design Vs Organization.
5. List any two roles of innovation?
6. What do you mean by language of design?
7. Relate : Design Vs Value.
8. Relate : Innovation Vs Value.
9. What is predictive analytics?
10. Tell about design idea.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Give short notes on strategies to sell idea.  
Or  
(b) Brief on strategy to convince client.
12. (a) How would you bring design and business together?  
Or  
(b) Explain on organizational objectives.
13. (a) Examine the roles of design in achieving organizational goals.  
Or  
(b) How a businesses view and use design?
14. (a) Brief the relationship of organizations with designers.  
Or  
(b) Summarize the professional development planning.
15. (a) Explain about project management.  
Or  
(b) Write short notes on design management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on design knowledge and learning style evaluation.  
Or  
(b) Explain on personal goal setting.

17. (a) How a design and innovation play a role on achieving organizational objectives? Justify.

Or

(b) How is return on investment evaluated?

18. (a) Discuss the strategies to sell idea.

Or

(b) Elaborate on predictive analytics.

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**C-0156**

**Sub. Code**

**81874/81974**

**B.Des. DEGREE EXAMINATION, NOVEMBER 2023.**

**Seventh Semester**

**LIBERAL ARTS: WORLD AESTHETICS**

**(Common for Communication Design/Interior Design)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Brief on aesthetics.
2. What is the definition of liberal arts?
3. What are some examples of subjects that fall under the umbrella of liberal arts?
4. How has the concept of liberal arts evolved over time?
5. How does cultural context influence aesthetic preferences?
6. What are some common features of traditional African art?
7. What role do emotions and personal experience play in the creation of art?
8. How do western standards of beauty and aesthetic impact the representation of people?
9. Define global culture.
10. Write down the special feature of folk art.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the relationship between aesthetics and culture?

Or

- (b) Write notes on Scandinavian.

12. (a) Trace out the history of various designs.

Or

- (b) How do different cultures define beauty and art, and what influences these definitions?

13. (a) What are some ways in which aesthetic preferences are changing in our contemporary, globalized world?

Or

- (b) What is the role of liberal arts education in promoting critical thinking and fostering a well-rounded, informed citizenry?

14. (a) How do cultures play an important role in art?

Or

- (b) How do art movements and styles reflect the historical context in which they emerged?

15. (a) How do different cultures define beauty and what impact does this have on the art that is created?

Or

- (b) How do western standards of beauty impact the representation of other cultures and people?



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate the nature and characteristics of art.

Or

- (b) Explain Tamil aesthetics with examples.

17. (a) 'Art is basic human act' — Discuss.

Or

- (b) Narrate the differences between representational art and abstract art.

18. (a) Write a detail note on the current developments in Indian art and architecture.

Or

- (b) Discuss the context for the birth of modern art and bring out its characteristics.

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