

**C-1599**

**Sub. Code**

**81946/81846**

**B.Des. DEGREE EXAMINATION, APRIL 2024**

**Fourth Semester**

**COGNITIVE ERGONOMICS**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Proprioception?
2. What is Sensation?
3. State an example for activity mapping.
4. Brief on morphology of interactive idea.
5. Mention two differences on attention and retention.
6. What is Satisfaction?
7. Write any two concepts of cognitive ergonomics.
8. Tell any one principle of Cognitive ergonomics.
9. State cognitive design principles.
10. What are the uses of cognitive engineering?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain Norman's seven stages of action.

Or

- (b) Summarize about retention.

12. (a) Brief on Human processor model.

Or

- (b) Brief on activity mapping.

13. (a) Detail a note on Response Mechanism.

Or

- (b) Tell about effectiveness.

14. (a) Differentiate the following:

- (i) Sensation and Perception
- (ii) Alteration and Retention.

Or

- (b) Write about one principle on cognitive engineering.

15. (a) Write a brief note on Stimulus response.

Or

- (b) Give short note on Cognitive Dog.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss on cognitive ergonomics and its key concepts.

Or

- (b) Elaborate on Cognitive Engineering.

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

Or

- (b) Elaborate on Action – reward.

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

Or

- (b) Explain on Affordable.
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**C-1600**

**Sub. Code**

**81851/81951**

**B.Des. DEGREE EXAMINATION, APRIL 2024**

**Fifth Semester**

**PRINTING TECHNOLOGY**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the basic characteristics of a scanner?
2. What do you mean by JDF?
3. What is the process of offset plate?
4. What is Oliophilic?
5. Mention the types of sheet fed press.
6. State the purpose of inking unit.
7. What is stack type press?
8. What is the use of transfer cylinder?
9. What is Multicolor offset press?
10. What is compressible blanket?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is printing technology and what are its primary applications?

Or

- (b) What is offset printing technology and how does it differ from traditional printing methods?

12. (a) What are the different types of printing technologies available today?

Or

- (b) Explain the applications of colour printing.

13. (a) List out the different types of dryers.

Or

- (b) How does inkjet printing work and what are its benefits and limitations?

14. (a) Write down the nature and scope of screen printing.

Or

- (b) What are the advantages and disadvantages of screen printing?

15. (a) What are the advantages and disadvantages of digital printing compared to traditional printing methods?

Or

- (b) What factors determine the quality of print output in digital printing?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is the role of offset printing in the commercial printing industry and how does it contribute to the growth of the industry?

Or

- (b) How has printing technology evolved overtime?

17. (a) Explain the process of offset printing technology.

Or

- (b) What are the typical applications of offset printing and how does it compare to digital printing?

18. (a) Describe the impact of digital printing on the printing industry and how does it enable new opportunities.

Or

- (b) Explain the importance of digital printing.
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**C-1601**

**Sub. Code**

**81862/81962**

**B.Des. DEGREE EXAMINATION, APRIL 2024**

**Sixth Semester**

**DESIGN MANAGEMENT AND PROFESSIONAL  
PRACTICE**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. What is the role of design management?
2. How can design management contribute to building brand quality?
3. What is the main purpose of project management?
4. What are the key considerations in managing creative teams?
5. What are the common pitfalls to avoid in design management processes?
6. Mention the different stages of project management.
7. What are the challenges of managing design in a global market?
8. What tools and techniques can be used in project planning?

9. What are selling strategies?
10. Write down the 5 C's in selling.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How can design management help ensure consistent and effective communication across all marketing channels?

Or

- (b) How does design management aid in developing a competitive edge for a company?

12. (a) How can design management assist in fostering a culture of innovation within an organization?

Or

- (b) What are the ethical considerations in design management and how can they be addressed effectively?

13. (a) What is the difference between design management and project management?

Or

- (b) What are the key elements that need to be considered when managing a design team, and how can they be effectively managed?

14. (a) Explain the role of design management in the successful completion of design projects.

Or

- (b) Explain the importance of design research in the design management process.



15. (a) What are the benefits and challenges of outsourcing design projects?

Or

- (b) How do design management and sustainability intersect, and what strategies can be implemented to ensure sustainable design practices?

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the principles of design thinking and how can they be applied in design management?

Or

- (b) Explain the role of design leadership in driving innovation and creating a culture of creativity within an organization.

17. (a) What factors should be considered when selecting design talent for a team?

Or

- (b) What impact does globalization have on design management and how can multinational companies effectively manage their design processes?

18. (a) Explain the importance of user-centered design in design management.

Or

- (b) What are the ethical considerations that designers and design managers must consider?

**C-1602**

**Sub. Code**

**81874/81974**

**B.Des. DEGREE EXAMINATION, APRIL 2024.**

**Seventh Semester**

**LIBERAL ARTS : WORLD AESTHETICS**

**(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 aesthetics.
2. What is visual composition?
3. Brief on minimalism.
4. Write short notes on folk art.
5. How does art function?
6. How is culture and arts related?
7. What is the importance of aesthetics in Indian culture?
8. Write down the characteristics of surrealism.
9. What are the different types of rasas?
10. Brief on Fauvism.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the different designs of the world.

Or

- (b) Write notes on Scandinavian.

12. (a) Trace out the evolution of aesthetics across the world.

Or

- (b) Explain the contribution of Mughal emperors to art and architecture.

13. (a) Discuss various human feelings with reference to Western aesthetics.

Or

- (b) Explain the characteristics of Cubism.

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

Or

- (b) Give an account of folk art in India.

15. (a) Explain the innovations in terms of material and subject matter in Western modern art.

Or

- (b) Explain the functions of art.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Indian aesthetics.

Or

(b) Discuss art in Digital era.

17. (a) Describe the primitive art forms.

Or

(b) Creating a work of art is powerful and it creates awareness in the society – Justify.

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

Or

(b) Explain the importance of aesthetically pleasing designs.

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