

QUESTION PAPERS FOR END TERM THEORY
EXAMINATIONS
MAY-2024



B.Tech, B.Tech (Evening), B.Design,
2nd, 4th, 6th & 8th SEMESTER

Note: Attempt any one from Question 2.
Assume suitable missing data, if any.

1. Explain the following Design Methods with examples, sketches and tables as required **[5x3 MARKS]**

- Affinity mapping
- Contextual inquiry
- AEIOU

2. Taking any small simple product of your choice as an example generate the designing process for the same using Double Diamond method (include figures and diagrammatic representation) **[15 MARKS]**

3. What is a case study (the key elements, the advantages and disadvantages?)

OR

4. What do you understand by qualitative and quantitative research?

OR

5. Giving a graphical representation explain the kano model.

[10 MARKS]

END

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Roll no.....

2nd SEMESTER **B.Des**

END TERM EXAMINATION

May 2024

COURSE CODE: DD104

COURSE TITLE: History of Design

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry equal marks.
Assume suitable missing data, if any.

- Q.1 Explain the fashion style of *any one* of the below-mentioned civilisations. [10]
- (a) Egyptian civilisation
 - (b) Greece civilisation
- Q.2 Discuss the main architectural characteristics of Indus Valley and Islamic architecture. [10]
- Q.3 How did the art & craft movement and art nouveau influence typography? [10]
- Q.4 Explain *any two* photographic techniques from the below-given process. [10]
- (a) Heliography process
 - (b) Daguerreotype process
 - (c) Calotype process
 - (d) Cynotype process.

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2nd SEMESTER **B.Des**

END TERM EXAMINATION

May-2024

**COURSE CODE: DD106 COURSE TITLE: Communication
Studios and Semiotics**

Time: 3 Hours

Max. Marks: 40

Note: Give 2 A3 sheets + answers sheet. Attempt all Questions

Q1. Explain any 4 terms in brief. Also give an example for each.

[4]

- f) Indexical Sign
- g) Connotation -Denotation
- h) Signifier
- i) Non-verbal communication
- j) Syntax

Q2.

Explain any 3 Gestalt Laws. Give one example each. (not more than 150 words)

OR

Explain what a Sign is, its components and how it works in your own words (not more than 150 words).

[6]

Q3. Illustrate a day in your life. Show the process of development. Use minimal text to support your illustration.

- d) Process of development [5]
- e) Final Illustration [20]
- f) Short note on the usage of different kinds of signs in your illustration. [5]

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2nd Semester B.Des

END TERM EXAMINATION

May 2024

Course Code: DD110

Course Title: Computer Aided 3D
Visualization

Time: 03:00 Hours

Max. Marks: 40

Note:

- Assume suitable missing data, if any.
- Use of laptop and internet is allowed.
- Only JPEG and MP4 files must be uploaded for image and animation respectively. Save the blender file for your system; it can be requested later.
- A 10-minute delay will be allowed for uploading the file in Google Classroom.

Q.1 Draw and render *any one* of the objects given below with three-point lighting. [15]

(a) A cloth sofa set and a centre table with a glass top placed in a room.

or

(b) A rocking chair and teacup with a saucer kept on a round table and placed in the corner of the room.

Q.2 Make an animation of a gift box unwarping/unboxing and a perfume bottle popping out. Use the required texture. The movie should be at least 5 seconds long. Upload a rendered animation with three-point lighting. [15]

Q.3 Explain the steps involved in the modelling and rendering of objects mentioned in question 1 [5]

Q.4 Explain the steps used in the modelling and animation of a gift box unwarping/unboxing and a perfume bottle popping mentioned in question 2 [5]

Total no. of Pages: 01

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4th SEMESTER **E.Des**

END TERM EXAMINATION

May-2024

COURSE CODE: DD202

COURSE TITLE: Cognitive Ergonomics

Time: 03:00 Hours

Max. Marks: 40

**Note : All questions carry equal marks.
Answers to be written on 2Nos of A3 sheet.**

Q.1 Draw a Mind map interlinking various keywords that we arrived at during the numerous discussions in the semester?

[10]

Q.2 What were the Cognitive Skillsets that you discovered about yourself when you started working on them? Detail them with the help of above mentioned keywords and the interlinkages between them.

[10]

Q.3 How are you working on the above mentioned keywords and skillsets in the form of projects. Give a summary of the same.

[10]

Q.4 Keeping in mind your Active and Subconscious Processing, how would you develop your digital twin. Illustrate a framework for the same to make your own personal AI.

[10]

END

Total No. of Pages 02

Roll no.....

4th SEMESTER
B.Des

END TERM EXAMINATION

MAY-2024

COURSE CODE DD204, Video Editing & Compositing

Time: 3:00 Hours

Max. Marks: 40

Note: All questions are compulsory to attempt.
No References/ Internet/ Laptops/ Phones are allowed.
Assume suitable missing data, if any.
Material: 01 Ruled Answer Booklet + 02 A3 Drawing Sheets.

Q.1 Write a short note on ANY TWO of the following:

- (i) What is the difference between a costume designer and a fashion designer?
- (ii) Give an example of 'Perspective' in a film.
- (iii) What is the difference between interior design and film art design?
- (iv) Give an example of 'Contrast' in a film.

[05+05=10 Marks] [CO-1,2]

Q.2

- A) What are the different settings of a camera you need to adjust to make a photograph brighter or darker? How can you use these tools for creative effects? Describe and illustrate with relevant drawings. (Max. 500 words)

OR

- B) Compare the art of editing with the following:

Sculpting, embroidery, composing music. Illustrate with suitable examples.

According to you, which one is the closest to editing?

(Max. 500 words)

[10 Marks] [CO-1,2]

Q.3 Pick ANY ONE of the themes below provided, Create three different story/narrative contexts from the chosen theme:

- i) Red Traffic Signal
- ii) Stormy Sea
- iii) Half consumed bottle of wine
- iv) A woman driving a car

[10 Marks] [CO-2,3]

560

Q.4

A) 'It is 9:00 A.M. in the morning and you are traveling on a highway in Punjab when you suddenly get a flat tire. Luckily there is a puncture repair shop around.'

Describe the situation at the puncture shop with suitable details from the pointview of a film scene.

OR

B) Prepare pencil drawing of the following theme with an appropriate written note accompanying it.

'A historical monument in your city/village that attracts tourists'

[10 Marks] [CO-2,3]

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4th SEMESTER B.Des

END TERM EXAMINATION

May 2024

COURSE CODE: DD206
and Composition

COURSE TITLE: Color Context

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry equal marks.
Assume suitable missing data, if any.

- Q.1 Explain the principle of design used in a brand's logo case study, campaign, and cultural research for changes in its product line. [10]
- Q.2 Discuss the compositional principle in website design. [10]
- Q.3 How do art movements, historical events, and societal influence shape artistic choices? Explain with a suitable example of any artist's work. [10]
- Q.4 (a) Discuss the basic terminologies used for colour context. [10]
- OR
- Q.4 (b) How do Gestalt principles help our comprehension of an individual's interpretations of images and designs? [10]

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2nd SEMESTER
B.DES.

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RollNo.....

MID - TERM EXAMINATION

MAY-2024

COUSE CODE: DD224 PACKAGING DESIGN

Time: 03:00 Hours

Max. Marks: 40

Note: All questions are compulsory.
Assume suitable missing data, if any.

Material Note** 03 A3 Only

Q1. Design packaging for a line of gourmet food products for retail market targeted at adventurous foodies who value authenticity and artisanal craftsmanship. The challenge here is to create packaging that not only showcases the quality and uniqueness of the products but also tells a compelling story about their origins, flavors, and the passionate producers behind them. Additionally, the packaging should be practical for storage and transportation, ensuring that the products remain fresh and intact during transit. It should also be visually striking and memorable, standing out on shelves crowded with other gourmet offerings. Balancing these requirements while maintaining a cohesive brand identity poses a tough design challenge.

[30 Marks][CO03, 04]

OR

Design packaging for a luxury skincare line that uses rare, exotic ingredients sourced sustainably from remote regions of the world. The packaging needs to reflect the high-end nature of the product while also embodying the brand's dedication to environmental responsibility and cultural sensitivity in sourcing these ingredients. Additionally, it must incorporate innovative features to ensure product freshness and longevity without relying on excessive plastic or non-recyclable materials. The challenge is to strike a balance between opulence, sustainability, and functionality, all while ensuring that the packaging aligns seamlessly with the brand's image and target market expectations.

[30 Marks][CO03, 04]

Q2. Attempt all from the following

- Design logo and tagline for the product for the problem statement from the above you choose to work on.
- What visual elements and design techniques can be employed to make the packaging stand out on crowded shelves and capture the attention of adventurous foodies?
- How will the packaging design maintain a cohesive brand identity while accommodating the diverse range of product (gourmet food / skin care) offerings?
- How are you planning to achieve the sustainable attribute of the brand and its packaging?
- Discuss how have you decided upon the form of the packaging and why?

[2x5 Marks][CO02,03,04]

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4th SEMESTER

BDES

END TERM EXAMINATION

MAY-2024

COURSE CODE DD228

COURSE TITLE: CREATIVE TINKERING

Time: 3:00 Hours

Max. Marks: 40

Note: 1. All question are compulsory.

2. Mobile phone/laptop/internet/notes/books not allowed

3. One answer copy and 2 A3 sheets are required to answer the questions

1. Answer the following question and explain with the help of illustrations [10 Marks]
 - a) What is kinematic pair and its types?
 - b) What are the type of links?
 - c) What is cam and its type?
 - d) What are the types of lever?
2. What is mechanism and its inversion? Explain 4 bar mechanism and its Inversions. [10 Marks]
3. Create a machine using Gears, Slider crank and Lever mechanism for placing concrete tiles on the roads. Explain the design by using front view, side view, perspective view and Exploded view. [10 Marks]
4. Transferring patients from a stretcher to a bed is an important task to ensure safety and comfort for both patients and caregivers. Can you design a mechanism to transfer the patient efficiently? [10 Marks]

END TERM EXAMINATION

COURSE CODE: DD-232

Time: 03:00 Hours

May-2024

COURSE TITLE: TYPOGRAPHY-1

Max. Marks: 40

Note:

1. Choose any **three** questions from 1 to 4 and question numbers 5 to 7 are compulsory.
2. Give examples and visuals through drawing by using any medium on the provided drawing sheet.
3. Use both answer sheet & drawing sheets.
4. No internet/system is required.

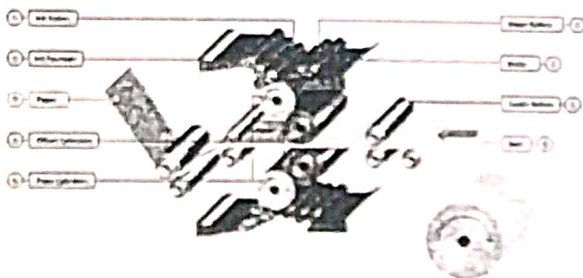
1. Explain the differences between color theory and color models in Design. How do these differences impact their significance in typography? (10)

2. Choose any one of the typefaces from the list and explain. (10)

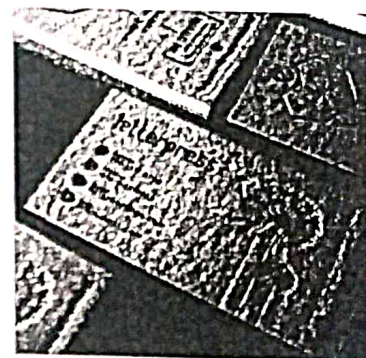
Helvetica, Times New Roman, Arial, Futura, and Comic Sans

3. Explain the concept of typography and its significance in design. Provide examples to illustrate its role in conveying meaning and enhancing visual communication. (10)

4. Look at images below and identify the printing methods depicted. Provide the names of each method. (2)



(a)



(b)

5. From the given images below, which one represents the correct layout design of your page? (2)



(a)



(b)

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6. Create an **illustrative typography** or an **image-based typography** using paints or any other medium on A3 size paper. Your design should effectively blend typography with visual elements to convey a message or theme. Be creative with your choice of medium, colors, and composition. Focus on achieving a harmonious balance between the text and imagery to create a visually engaging piece of artwork. (16)

OR

Select any famous logo into a captivating **Twisted Logo** on A3 paper. You can use paints or any other materials you like. Your job is to change the logo in a creative way, making it twist and bend while still keeping its main look. Be imaginative with your twists! Finish your artwork on time and pay attention to detail.

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4th SEMESTER
R.Des

END TERM EXAMINATION

MAY-2024

COURSE CODE DD234

Course Title: System of Representation

Time: 3:00 Hours

Max. Marks: 40

Note: All questions are compulsory to attend.

No References/ Internet/ Laptops/ Phones are allowed.

Assume suitable missing data, if any.

Material: 01 Ruled Answer Booklet + 02 A3 Drawing Sheet

Q.1 Explain the manipulation of Form, color, and Structure in the world of Art and design with examples and sketches.

[10 Marks] [CO-1,2]

Q.2

A) Explain how Art and aesthetics are intertwined disciplines that encompass the creation, appreciation, and interpretation of visual forms with the help of history timelines.

OR

B) Draw a timeline of the history of art and aesthetics with supporting examples and sketches.

[10 Marks] [CO-2]

Q.3 Draw a home page of a medical care mobile phone application using mimetic and abstract elements and the theory of manipulation of form, color, and structure. Provide all details as per your understanding.

[10 Marks] [CO-2,3]

Q.4 Explain the advantages and disadvantages of Artificial intelligence as a tool used for representation in today's world. Support your answer with real-world examples.

[10 Marks] [CO-2,3]

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4th SEMESTER
E.Eas

END TERM EXAMINATION

MAY-2024

COURSE CODE DD236

Course Title: Animation-1

Time: 3:00 Hours

Max. Marks: 40

Note: All questions are compulsory to attempt.

Attempt written responses in the Answer Booklet provided.

Use Drawing sheets for generating ideas, sketches & 2D animation.

Internet is allowed only for digital submission (Ques 3), Joining code:

wtm1356

No plagiarism/ AI generated/ Stock templates/ Copy work is permitted.

Q.1 Define ANY TWO of the following:

- In animation, what does the term "keyframe" refer to?
- What does the term "in-betweening" refer to in animation?
- What is the purpose of the "follow-through" animation principle?

[2+2=4 Marks] [CO-1,2]

Q.2 Attempt ANY TWO of the following:

- Discuss the differences between traditional hand-drawn animation and computer-generated animation, highlighting their respective advantages and disadvantages. List the important steps involved in the animation production pipeline? (max 500 words)
- Explain the concept of "exaggeration" in animation and how it can enhance character performance. Discuss the use of shapes and proportions in character design and how they can convey different emotions or personality traits. (max 500 words)
- Explain the significance of low camera angles in cinematography and how they can influence the audience's perception of characters or scenes. Explain the difference between a wide shot and a close-up shot in terms of camera framing and the emotions they can evoke in the audience. (max 500 words)

[8+8=16 Marks] [CO-2,3]

Q.3 Animate two bouncing balls each representing a different material using either 2D OR 3D animation techniques. Use animation principles to rightly express their materials.

Ball 1: A red color ball made of very one elastic material showing a significant amount of squash and stretch.

Ball 2: A blue color ball made of rigid material showing a lesser amount of squash and stretch.

Note:

- 1. Submit final renders/ digital files along with your working files in the classroom if attempted digitally.*

~~[10-15=10 Marks]~~ [CO-2.3]

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4th SEMESTER
B.Des

END TERM EXAMINATION

MAY-2024

COURSE CODE DD238 Course Title: Branding & Identity Design- 1

Time: 3:00 Hours

Max. Marks: 40

Note: Use digital medium to design, any software of your choice, and submit one composite pdf file in google classroom, Joining code: r2eda5u
Use of the Internet is allowed for research & references only.
Use Drawing sheets for generating ideas and sketches etc.
Attempt written responses in the Answer Booklet provided.
Create your original ideas, designs & compositions, No plagiarism/ AI generated/ Stock templates/ Copy work is permitted.

Q.1

Attempt ANY ONE of the following:

- A) "Your brand is not what you sell. It's the experience you deliver" Keeping this statement in mind, Create a brand strategy to brand a state or a city of your choice. Who would be more effective in selling the brand- An influencer or a celebrity? State your answer with examples.

Deliverable: Magazine advertisement for a leading inflight magazine (centre spread/back cover)

OR

- B) It's the National Mango festival. Create a strategy for Mangoes as a vibe to Gen Z OR to people with Type 2 diabetes. Explain the importance of socio cultural trends as you establish the brand strategy.

Deliverable:- Social media campaign (Two posts) with effective headlines , slogans and visuals.

Note: Include research references, the mind map created and the learning outcome of the branding experience in max 150 words.

[40 Marks] [CO-1,2,3]

IV SEMESTER

B.Des.

END TERM EXAMINATION

May-2024

COURSE CODE DD242

COURSE TITLE Ethnographic studies in Interaction design

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry equal marks.
Assume suitable missing data, if any.

Q.1 Choose any one of the case studies given below to answer the questions (in context of the chosen study)

- India spends a high proportion of its gross domestic product (GDP) on health care but still it is poor in terms of health outcomes as compared to countries at similar level of development. It is therefore, extremely important to understand the financial dimensions of the health sector and shortage of healthcare workers in order to allow policy makers to make wise decisions in this sector.
 - Urban public spaces play important role in providing good quality of life to the people living in the city. This is in line with the social goal on sustainable development, which the purpose is to attain a higher social equity. According to the World Health Organization (WHO), 15% of global population are disabled. Amongst the problems faced by people with disability in the world some are: difficulty traveling in the city and lack of public facilities and accessibility to particular facilities such as urban public spaces.
 - Tourism has been a major source of intercultural contact. Research on many touristic countries suggests that their socio- cultural structures have changed considerably under the influence of tourism. These changes, both positive and negative, have varied from country to country. The reactions of the hosts in the face of these changes have been quite diverse, ranging from an active resistance to a complete adoption of Western culture. The choice of strategies to cope with changes wrought by tourism depends on the socio-cultural characteristics of the host community and the level of change affected by tourism. Tourism is one of the foremost drivers of cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. Tourists are not only bringing their suitcases in the destinations they visit; they are bringing their lifestyles, habits and customs
- Any special attention that should be paid to consumers
 - There should be an advocacy and campaigning programme for creative awareness among the masses, particularly in rural areas of the country.

Design and explain an interactive (application, website or other) solution that addresses to the aspects mentioned and also include the

1. rigorous ethnographic study approach
 2. cognitive principles
 3. solution iterations
 4. a hypothetical timeline and design approach
- (and other details that feel would validate your solution strategy)

Total no. of Pages: 1

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4th SEMESTER

B.Des

END TERM EXAMINATION

May-2024

COURSE CODE: DD246

COURSE TITLE: Process and Methods in Interaction Design

Time: 03:00 Hours

Max. Marks: 40

Note : Answers to be written on 2Nos of A3 Sheets.

Q1: Represent the Interviews that you have taken during the semester in the form of an Infographic.

[15]

Q2: The problems or shortcomings that you faced while conducting the interviews and how would you overcome them?

[5]

Q3: Ethical Considerations you faced while conducting the interviews?

[5]

Q4: Device a protocol or procedure for the following ethical considerations.

- a. Informed Consent
- b. Confidentiality and Privacy
- c. Respect for Participants
- d. Data Collection and Analysis
- e. Use of Findings

[15]

END

Total no. of Pages: 1

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IV- SEMESTER

B.Des.

END TERM EXAMINATION

May-2024

COURSE CODE - DD272 COURSE TITLE Cinema culture and
Media Practices

Time: 03:00 Hours

Max. Marks: 40

Note: All questions carry equal marks.

Assume suitable missing data, if any.

Q.1 How many stages of production are there? Mention and define them all.[20]

Q.2 What is a mood board? Draw an example. [10]

OR

Q.3 How does color contribute to the expression of a cinematic scene?
Please provide an example to support your answer.[10]

Q.4 Are the Rasa and Bhava of actors in a film always interconnected?
Please support your answer with an example.[10]

END

Total no. of Pages: 3

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6th SEMESTER

B.Des

END TERM EXAMINATION

May-2024

COURSE CODE DD324 COURSE TITLE Data Visualization

Time: 03:00 Hours

Max. Marks: 40

Q.1 How many rows and columns are there in the below code

```
<table>
<tr>
<th>Burgers</th>
<td>Organic Grass-fed Beef</td>
<td>Black Bean Veggie</td>
</tr>
<tr>
<th>Fries</th>
<td>Hand-cut Idaho potato</td>
<td>Seasoned sweet potato</td>
</tr>
</table>
```

[2][CO#1]

Q.2 What does document.getElementById() method do ?

[2][CO#1]

Q.3 What is the purpose of using Javascript, HTML, and CSS for data visualization for web? Give an example code.

[3][CO#1]

Q.4 What is a thematic break in HTML? Explain with an example.

[3][CO#1]

Q.5 How does visualization help represent complex data?

[3][CO#1]

Q.6 How does visualization assist businesses or enterprises?

[3][CO#1]

Q.7 List some reasons for a visualization to be ineffective?

[3][CO#1]

Q.8 How can color be utilized in data visualization?

[3][CO#2]

Q.9 How do you customize the appearance of a plot in Matplotlib?

[3][CO#2]

Q.10 Explain what the below code does?

```
<head>
<title>
</title>
<script>
function showHiddenText() {
document.getElementById("demo").innerHTML = "Hello
World";
}
</script>
</head>
<body>
<button onclick="showHiddenText()">Click me</button>
<p id="demo"></p>
</body>
```

[5][CO#2]

Q.11 Write and explain in detail a Python program for the following data
 $x = [1, 2, 3, 4, 5, 6]$ $y = [2, 4, 1, 5, 2, 6]$.

Customize the line with a green dashed line, and a blue marker with size 10.

[5][CO#2]

Q.12 How do you decide whether to use a bar chart or a line chart?
Explain with an example?

[5][CO#2]

Total no. of Pages: 2

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6th SEMESTER

B.Des.

END TERM EXAMINATION

May-2024

COURSE CODE: DD332 COURSE TITLE: PHOTOGRAPHY-2

Time: 03:00 Hours

Max. Marks: 40

Note : All questions carry equal marks.
Answers to be written on 2Nos of A3 sheet.
Students can bring photo prints to paste in Answer sheet.
Please refer to the field based tasked that was given to you
for answering the questions.

*Considering Photography - 2 as an Experiential Learning course please attempt
the following questions.*

Dear Students,

As per schedule
DD332 Photography-2
The end Sem exam is on 6.05.2024,
Monday 2pm.

You have 48 hrs to document 4 aspects
that you were working on
[AS PER CLASS DISCUSSION]

Please document each aspect with a
unique perspective. We have discussed
many of that in class already.

There has to be proof that these pics or
videos have been taken in these 48 hours.
Please do that in an interesting way.

Please bring printouts of photos or
screenshots of videos for answering the
questions.

This is not the question paper. You will get
the questions in the exam, which you will
have to write based on the photos that you
bring.

Please prepare accordingly.

All the best

P.S. Please explore out of the box thinking
so that you have a fun time working.

Q.1 Give an overview of your [Professional] [Personal] [Social] and [Emotional] upgrades. And how have you developed your philosophy in each aspect? [10]

Q.2 What were the parameters for upgrade.

- a. Professional Upgrade Parameters
- b. Personal Upgrade Parameters
- c. Social Upgrade Parameters
- d. Emotional Upgrade Parameters

[10]

Q.3 Show the interconnections in the parameters and give a detailed out framework. [10]

Q.4 Give an honest review of your achievements in the form of an experiential graph and a way forward for each aspect. [10]

P.S: Please attempt the questions with real-life examples and go beyond conventional thinking.

-END-

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6 SEMESTER, I.Doc.

END TERM EXAMINATION May-2024

COURSE CODE: DD342

COURSE TITLE: Usability Insights

Time: 03:00 Hours

Max. Marks: 40

**Note : All questions carry equal marks.
Assume suitable missing data if any.**

- Q.1 Define Usability, Usability Testing and explain 5 factors of usability [10]
- Q.2 a) Explain the process of Dot Voting method b) Why we do wireframing & prototyping before creating hi-fidelity designs [10]
- Q.3 What is a Card Sorting method? a) Create a list of items for unsorted cards for Instagram application. b) Sort items into groups that makes sense to you [10]
- Q.4 Name any 5 Usability Heuristics by Jacon Nielsen. Explain each of them with an example. Draw a mobile/ web interface or UI element to explain examples. [10]

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SIXTH SEMESTER

(B.Des)

END SEMESTER EXAMINATION

May-2024

DD344 DESIGN AND PROGRAMMING

Time: 3:00 Hours

Max. Marks: 40

Note: All questions are compulsory. Assume suitable missing data, if any.

SECTION A

Q1 Attempt any FIVE:

[2X5]

- a) What are rectangle box in flowcharts.
- b) What are actors in use cases?
- c) What is the difference between DFD and flowchart.
- d) What is a Entity Relationship diagram?
- e) Give example of ternanry relationship?
- f) What is the use of data dictionary?

SECTION B

Attempt any three:

[2X5]

- Q2 a) Draw use case for hostel management system.
- b) Draw DFD for online grocery ordering application.
- Q3.a) Draw flow chart for function that takes in a list of numbers as input and returns the sum of all the odd numbers in the list.
- b) Write code for above problem in python.
- Q4 a) Draw flow chart for program that prompts the user to enter a word and then prints out the number of vowels in the word.
- b) Write program for above problem in python.
- Q5 a) Explain the tools for hardware and electronic prototyping.
- b) Write program in python for finding whether a number is even or odd. Draw its flowchart .

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Total no. of Pages: 02

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6th SEMESTER

I.Des

END TERM EXAMINATION

May-2024

COURSE CODE:DD372

COURSE TITLE Film Editing and Compositing

Time: 03:00 Hours

Max. Marks: 40

**Note : All questions carry equal marks.
Assume suitable missing data, if any.**

Q.1

- a) 'In cinema, language is never a barrier'. Place your arguments for or against this statement

OR

- b) Compare the art of editing with the following:
Sculpting, embroidery, composing music, and illustrate with suitable examples. According to you, which one is the closest to editing?

[10]

Q.2 Use any one of these images in three different story/narrative contexts. (max. 500 words)

- i. Red Traffic Signal
- ii. Stormy Sea
- iii. Half consumed bottle of wine
- iv. A woman driving a car

[10]

P.T.O

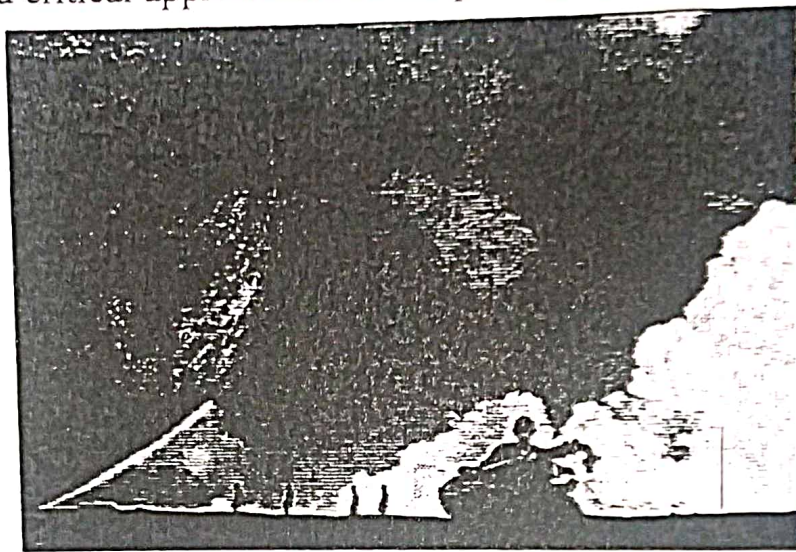
Q.3

- a) 'It is 9:00 A.M. in the morning and you are travelling on a highway in Punjab when you suddenly get a flat tyre. Luckily there is a puncture repair shop around.'

Describe the situation at the puncture shop with suitable element and properties.

OR

- b) Write a critical appreciation of the photograph attached below



[10]

Q.4 Write short notes on any 2 of the following.

- a) What is the difference between a costume designer and a fashion designer?
- b) What is the difference between interior design and film art design?
- c) Give an example of Perspective in a film.
- d) Give an example of Contrast in a film.

[5+5]

Total no. of Pages: 2

Roll no.....

END SEMESTER

B.Des

END TERM EXAMINATION

May-2024

COURSE CODE: DD376 COURSE TITLE: Character Design

Time: 03:00 Hours

Max. Marks: 40

Note : All questions carry equal marks.

Students can use any software of their choice for making the character design.

Digital submissions are to be submitted in jpeg format.

Coloring your character is must.

Q.1 Design a character

Pick a character from real life it can be anyone (family member, friend, any random person you come across that you find an interesting character) and transform that character into a mythical creature. Describe the personality and background story of your creature.

Focus on the visual design of your creature. Design a final illustration of your creature, considering details like body shape, fur/scales/textures, facial features, and any unique characteristics.

Or

Develop a negative character with whom the audience can empathize. Explore strategies for creating a negative character that evokes a sense of sympathy or understanding from the audience, even as they oppose the protagonist. Design the full character and explain the story of the villain where the audience can sympathise with the villain story.

[20]

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Q.2 Character Design for a Specific Audience

Imagine you are designing a character for a specific target audience (e.g., children's educational show, mature fantasy novel).

Discuss the factors to consider when designing a character that will resonate with that audience (e.g., level of detail, relatability, cultural references).

Develop a character sketch and explain how your design choices cater to the chosen audience.

Or

Character Emotion Through Design

Explore how visual elements like shape language, colour theory, and pose can be used to communicate a character's emotions.

Design two contrasting emotions (e.g., joy vs. sadness, anger vs. fear) and for each emotion, sketch a character design and annotate how specific design choices (e.g., sharp vs. curved lines, bright vs. dark colours, dynamic vs. slumped posture) contribute to conveying that emotion. (e.g. if designing a character overflowing with joy the explain, how are you using these annotations of shape, colour and pose are helping in depicting the characters emotion.

Total No. of Pages: 3

Roll no.

SEMESTER II/IV

B.Tech./B.Des.

END TERM EXAMINATION

May-2024

FEC-6, VAC-3

CORPORATE SOCIAL RESPONSIBILITY

Time: 02 Hour

Max. Marks: 50

Note: All questions are compulsory.
There is a choice within 5th question
Assume suitable missing data, if any.

Q.1 A popular fashion retail chain launches its new clothing line targeting young adults. The marketing campaign portrays the clothing line as trendy, eco-friendly, and ethically produced, enticing consumers with promises of sustainable fashion and fair labour practices. However, as the clothing line gains popularity, several concerning issues emerge. Consumers who purchase clothing soon discover discrepancies between the advertised quality and the products received. Many report that the garments quickly lose shape and colour after a few washes, contrary to the promised durability. Additionally, there are allegations of the clothing being manufactured in sweatshops with substandard working conditions, despite the company's claims of ethical sourcing and fair labour practices. As dissatisfaction spreads among consumers, they seek recourse for their grievances. However, they encounter obstacles in resolving their issues with the company. Customer service representatives provide vague responses or offer minimal compensation, leaving consumers frustrated and deceived.

(i) Describe the consumer rights violated in the case. Evaluate the potential jurisdictions of the National Consumer Disputes Redressal Commission (CDRC) in addressing consumer grievances, considering the multinational nature of the fashion retail chain.

(ii) Identify and discuss the unethical marketing practices employed by the company.

[CO1] [5+5 Marks]

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Q.2 "GreenTech Solutions," which specialises in developing renewable energy technologies. GreenTech Solutions is known for its innovative approach to sustainability and has gained significant attention for its contributions to combating climate change. However, recent developments have raised concerns about the company's corporate social responsibility (CSR) practices. During an annual shareholders' meeting, several investors raised questions about GreenTech Solutions' commitment to CSR and its alignment with ethical standards. They highlighted issues such as the company's supply chain transparency, labour practices in overseas manufacturing facilities, and the environmental impact of its operations. As the CEO of GreenTech Solutions you are tasked with addressing these concerns and demonstrating how the company's CSR initiatives align with its core values and business objectives.

Applying Carroll's Pyramid Model, critically present GreenTech Solutions' CSR initiatives and their alignment with the model. Provide specific examples and recommendations for enhancing the company's CSR performance while maintaining its competitive edge in the renewable energy industry. [CO4][10 Marks]

Q.3 XYZ Corporation, a multinational retail giant, has recently been scrutinised for its labour practices in overseas manufacturing facilities. Reports have surfaced alleging poor working conditions, low wages, and lack of employee rights protection in factories contracted by XYZ Corporation to produce its products. Additionally, concerns have been raised about the environmental impact of XYZ Corporation's supply chain operations, particularly in regions with lax environmental regulations. In response to these issues, XYZ Corporation's management team faces mounting pressure to address concerns about CSR and uphold ethical standards throughout its operations. As the company evaluates its CSR strategy, it must consider various drivers influencing its approach to CSR.

Identify and analyse the key CSR drivers applicable to XYZ Corporation's current situation. Evaluate how these drivers can help shape XYZ Corporation's CSR strategy and impact its business practices. Based on your analysis, provide recommendations for XYZ Corporation to effectively address CSR concerns, improve its corporate reputation, and ensure ethical conduct across its global supply chain. [CO4][10 Marks]

Q.4 Global Green Solutions (GGS) is a multinational corporation specialising in renewable energy technology. As a leader in the sustainable energy sector, GGS faces a critical decision regarding its corporate social responsibility (CSR) practices. The company must choose between three conflicting ethical theories to guide its CSR strategy: utilitarianism, deontology and virtue.

Identify and analyse the ethical theory GGS applied in its CSR strategy. Assess how the company's approach aligns with the principles and objectives of the chosen ethical theory. Based on your assessment, recommend strategies for GGS to enhance further its CSR efforts in alignment with the chosen ethical theory. [CO3][10 Marks]

Q.5 Write short notes on *any two* of the following:

- (A) Importance of Sustainable Initiatives
- (B) Factors influencing the quality of Corporate Governance
- (C) Importance of ESG for Investors
- (D) Difference between Ethics and Morals

[CO 1, 2, 3][5 + 5 Marks]

Total No. of pages: 01

Roll No. 526

I/II/III/IV SEMESTER

B.Tech./B.Des.

May / 2024

END-TERM EXAMINATION

VAC27 / FEC7 INTRODUCTION TO ENVIRONMENTAL
SCIENCES

Duration: 2 Hours

Maximum Marks: 50

Note: All questions are compulsory and carry equal marks.

Marks

CO#

Q. 1 Attempt the following questions

a. Explain causes of acid rains, along with the effects on the environment.

5 CO1

b. Explain ex-situ methods for conservation of species.

5 CO1

Q. 2 Attempt the following questions

a. Classify India's biogeographic regions based on their unique characteristics.

5 CO2

b. Apply environmental management in reducing the risk of disasters.

5 CO2

Q. 3 Attempt the following questions

a. Analyze climate change and its impacts on the environment.

5 CO3

b. Analyze the causes, effects, and control measures of soil pollution.

5 CO3

Q. 4 Attempt the following questions

a. Evaluate features of <your branch of Bachelor's program> for improving environmental health.

5 CO4

b. Evaluate impact of air pollution on the environment.

5 CO4

Q.5 Attempt ANY ONE of the following

a. Develop a strategy for achieving sustainable lifestyle.

10 CO5

b. Develop a methodology to enhance waste segregation at household levels.

10 CO5

Total No. of Pages : 1

530
Roll Number

III/IV SEMESTER
B.Tech./B.Des.

FINAL TERM EXAMINATION

May-2024

FEC 12/AEC 4 : Business Communication and Presentation Skills

Time: 2:00 Hours

Max. Marks: 50

Note : All questions are compulsory.

- Q.1 What are the different types of interviews? State which type of interview is the most difficult to handle according to you and mention the reason?
[10 Marks; CO 2]
- Q.2 What is a resume? Differentiate between a Curriculum Vitae and resume?
[5 Marks; CO 4]
- Q.3 Explain all the barriers to business communication with suitable examples.
[10 Marks; CO 3]
- Q.4 What is a presentation? Differentiate between presentation and lecture with appropriate basis.
[5 Marks; CO 1]
- Q.5 Elaborate any three C's of effective communication with examples.
[5 Marks; CO 4]
- Q.6 Write a short note on any three of the following:
[3 X 5= 15 Marks; CO 1, 4, 5]
1. Essential characteristics of a presentation
 2. Informal Communication
 3. Oral and Written Communication
 4. Benefits of Business Communication
 5. Nonverbal Communication

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Total no. of pages: 02

Roll No.....

End Term Examination

May 2024

Course Code: AEC1/FEC16

Max. Marks: 50

Course Title: Appreciation of Fiction

Time: 2 Hour

Note: Read instructions carefully and answer accordingly.

Q1 a) Answer Briefly in a word/ sentence .

[CO1][5 M]

- i. Who is the author of *The Man Who Died* ?
- ii. In which year *The Death of Ivan Illyich* was first published
- iii. Mention the main characters in *The Man Who Died* ?
- iv. Mention the vocation taken up by the protagonist in *The Man Who Died*?
- v. What does symbol of 'cock' refers to?

b) Write short note on anyone (100 words):

[5M]

- i. Gerasim
- ii. Madeline
- iii. Praskovya Fëdorovna

Q2. Compare and contrast the protagonist's perspective on life before and after their transformative experiences in the books *The Man who Died* and *The Death of Ivan Illyich*.

[CO2] [10M]

Q3. Identify key elements of symbolism in fiction. Give examples from the texts in syllabus.

[CO1,3] [10 M]

Q4. Your college has a magazine called *English Quarterly*. Write a critical review of the book *The Man Who Died* OR *The Death of Ivan Illych* with the following points:

- i) the central message or moral lesson
- ii) significance of the novel in modern times
- iii) why everyone should read the book.

[CO2,3] [10M]

OR

Attempt the following RTC:

[CO1,3]

"Yes, I am making them wretched," he thought. "They are sorry, but it will be better for them when I die." He wished to say this but had not the strength to utter it.

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Total no. of Pages: 01

2nd/4th Semester
B.Tech/B.Des.

Roll no.

May-2024

END TERM EXAMINATION

(VAC-22/FEC-25) -Universal Human Value(self & Family)

Total Marks-50

Time-2 Hrs

Total Five Questions(all are compulsory) Marks indicated in the questions

1. Choose any two advertisements('Ads') from your surroundings & for Each ad, answer the followings:-
 - a. Give short description of the ad.
 - b. Is the ad describing the qualities of the product, or trying to take Advantage of your temptations & insecurities? Explain how.
 - c. What underlying beliefs does it end up planting in its viewers? Analyse & discuss.
 - d. What belief has it planted or reinforced in you? How are you coping with it? [2.5X4=10] -CO3
- 2.a. What do you mean by happiness & prosperity? Critically examine the prevailing happiness in the society & their consequences. [5]- CO1
b. Physical facilities are necessary & complete for animals, while they are necessary but not complete for humans. Comment. [5]- CO2
3. a. What is purpose of education? How content should be discussed in Education? [4]- CO1
b. What is the role of education Sanskar? Define and clarify. [3] -CO2
c. What is the difference between Traditional and Progressive education System? [3] -CO3
4. a. What is self-exploration? Explain. How does the "dialogue within" help us to do self exploration? [3] - CO1
b. What are the contents of self-exploration? Explain the process of self-Exploration. [4] - CO2
c. Differentiate between effort for excellence & efforts for competition. [3] - CO3
5. a. What is peer pressure? Explain Erikson's four stage peer pressure. How can you handle peer pressure. [5] -CO4
b. What are the classification of units in four orders? [2] -CO3
c. How do you prioritize myriads of your activities every day? Do you set specific goals or targets for yourself to accomplish them? [3] -CO4

Total No. of Pages 1

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Roll no.....

2nd/4th SEMESTER
B.Des/B.Tech

END TERM EXAMINATION

MAY-2024

COURSE CODE FEC49

Course Title: Sketching & Rendering

Time: 2:00 Hours

Max. Marks: 50

Note: All questions are compulsory to attend.

No References/ Internet/ Laptops/ Phones are allowed.

Assume suitable missing data, if any.

Material: 03 A3 Drawing Sheet

Q.1 You are provided with the still image of a Wooden Manikin, Imagine and sketch ANY TWO of the following poses of it in line drawing with details:



- a) Running on a track
- b) Sitting & reading book on a chair/ bench
- c) Walking with a stick in hand

[15 Marks] [CO-1,2]

Q.2 Draw and color in a 10x10 inch square, a floral design inspired from nature study you studied in class on the A3 drawing sheet provided. (Any 2 color combination of your choice)

[15 Marks] [CO-2,3]

Q.3 Draw a detailed one-point perspective scene of a city OR interior room with light & shade to show details.

[20 Marks] [CO-2,3]

Total no. of Pages: 1

Roll no.....547

B.Tech./B. Des

END TERM EXAMINATION

May-2024

**COURSE CODE:- FEC-50 COURSE TITLE :-Tinkering Studio
and Elements of Design**

Time: 02:00 Hours

Max. Marks: 50

Note : All questions carry equal marks.
Assume suitable missing data, if any!

- Q.1 Explain A- FORM B- SHAPE C- TEXTURE D- VALUE (Element of Design) in detail with example. (Any two) [5+5 Marks]
- Q.2 Define the concept of Space. [5 Marks]
- Q.3 Define the concept of Color. [5 Marks]
- Q.4 Illustrate with the size of (5x5") (inch) any picture of your choice.
- A- Define the concept of positive space.
- B- Define the concept of negative space.
- C- Balance the positive and negative space by using Rule of thirds.
- D- Explain the Gestalt principle. [5+5+5+5 Marks]
- Q.5 Briefly discuss about ACCESS FM.

OR

Explain the product life cycle with example and graph. [10 Marks]

END

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Total no. of Pages: 01

Roll no.....

2nd/4th Semester
B.Tech/B.Des.

Final Term Examination

May-2024

(VAC-13/FEC-54) -Negotiation & Leadership

Total Marks-50

Time-2Hrs

Total five Questions(All are compulsory), Marks indicated in the questions

- 1 a. Explain top ten elements of culture which can affect your negotiation. [6]- CO1
b. What is bargaining? Explain three different Schools of bargaining ethics. [4]- CO1
- 2 a. What is collaborative strategy for negotiation?. What are the four major Steps in carrying out a collaborative strategy?.- [6] -CO1
b. Explain how you can be successful with collaborative negotiation?. [4] -CO2
3. a. What are three factors which tend to heavily influence the course of negotiation? [4]- CO1
b. Explain interest based negotiation Model. List out seven steps of negotiation preparation along with the preparation worksheet. [6] -CO2
4. a. What are the four steps strategy for a successful every day negotiation explain & describe with examples? [6] - CO1
b. When negotiators do not want to give you what you are asking for. How can you get the conversation back on track ? [3] - CO3
5. Write notes on the followings:- [5x2=10] -CO2
 - a) Seven Myths of effective negotiation
 - b) Seven elements of effective negotiation

Total No. of pages: 01

Roll No: 558

I/II/III/IV SEMESTER

B. Tech./B. Des.

END-TERM EXAMINATION

May 2024

VAC-24 / FEC-56 UNIVERSAL HUMAN VALUES:

UNDERSTANDING HARMONY

Duration: 2 Hours

Maximum Marks: 50

Note: All questions are compulsory and carry equal marks.

Marks CO#

Q.1 Attempt the following questions

- | | | |
|--------------------------------------|---|-----|
| a. Explain education-sanskar. | 5 | CO1 |
| b. Summarize the concept of respect. | 5 | CO1 |

Q.2 Attempt the following questions

- | | | |
|---|---|-----|
| a. Apply right understanding in context of prosperity. | 5 | CO2 |
| b. Apply right feeling in context of gratitude in relationship. | 5 | CO2 |

Q.3 Attempt the following questions

- | | | |
|--|---|-----|
| a. Analyse the role of education-sanskar in achieving human consciousness. | 5 | CO3 |
| b. Analyse trust as the foundational value in relationship. | 5 | CO3 |

Q.4 Attempt ANY ONE of the following

- | | | |
|--|----|-----|
| a. Evaluate Basic Human Aspiration. | 10 | CO4 |
| b. Give arguments for a G.D on what is important for continuous happiness. | 10 | CO4 |

Q.5 Attempt ANY ONE of the following

- | | | |
|---|----|-----|
| a. Develop a program for trust in relationship based on intention and competence. | 10 | CO5 |
| b. Compose a resume with cover letter for an NGO for position of a Social Reformer for Education. | 10 | CO5 |

Total No of Pages 2

Roll No.....

SS1

IIInd/IVth SEMESTER

B.Tech./B. Design

MAY 2024

END SEMESTER EXAMINATION

FEC 57/VAC 11 - Leadership Mastery through Self-Management

Max. Marks: 50

Time: 2 hours

PART A – 30 Marks (Short Questions)

1. What is peak performance? How can you reach peak performance?
CO 2(2 Marks)
2. What is the 'Power of Suggestion?' How is a Suggestion to be given?
How does it help you in your life, as a student and later as a working professional? Give a brief explanation and an example for each of the questions.
CO4 (5 Marks)

OR

What is situational awareness? How does situational awareness benefit professional life? In what ways can we improve our situational awareness?
CO4 (5 Marks)

3. How does the power of pause help you in your student life? will it help you in your career? Give an example for each question
CO 4 (5 Marks)
4. What is your understanding of *Pranahuti* (transmission)? What does it do to you while meditating?
CO 4 (2 Marks)
5. What do we understand through 'The Yerkes-Dodson law'? Draw the diagram and explain.
CO 5 (3 Marks)
6. How can Heartfulness relaxation, meditation, and cleaning help in de-stressing?
CO 5 (5 Marks)
7. What is your understanding of being in a state of flow? When was the last time you felt that you were in *flow*?
CO 4 (3 Marks)
8. Explain the Heartfulness detox technique for the removal of Fear.
CO 5 (5 Marks)

Part B – 20 Marks (Fill up the blanks)

1. _____ is the energy used for the transformation of human beings. (sun's energy, transmission, moon's energy, light energy) CO 3 (1 Marks)
2. Regarding the power of suggestion, the _____ is always most effective. (subtle, forceful, relaxed, aggressive) CO 5 (1 Mark)

3. While doing cleaning, if you try to remove a specific thing by force, you will actually _____ its effect. (deepen, lighten, remove totally, not sure)
CO 1 (1 Mark)
4. _____ is when you focus with effort. (meditation, daydreaming, frustration, concentration)
CO 2 (1 Mark)
5. _____ is when you put effort but unfocused. (concentration, cleaning, frustration, daydreaming)
CO 2 (1 Mark)
6. Throughout our daily activities, we continuously suppose things with the voice inside our head, even if we do not voice them aloud. These thinking patterns are _____. (likes, dislikes, likes and dislikes, reaction and response)
CO 5 (1 Mark)
7. Fear arises out of the perception of _____ or _____. (joy or lightness, cheerfulness or happiness, action or inaction, danger or separation).
CO 5 (2 Marks)
8. By developing _____ and _____, we learn how to deal with fear effectively. (logic and perceptiveness, sharpness and aggressiveness, clarity of thought and a courageous heart, belligerence and attacking).
CO 4 (2 Marks)
9. _____ is the antidote to fear. (confidence, compassion, courage, calmness)
CO 5 (1 Mark)
10. Our inability to deal with situations well and solve problems leads to accumulated effects of _____. (sadness, happiness, lightness, stress & fear).
CO 4 (1 Mark)
11. To relieve stress then and there, breath in and out through your _____. (right nostril, left nostril, both nostrils, pause breathing).
CO 4 (1 Mark)
12. Cleaning the mind of its excessive _____ and _____ restores and rejuvenates the mind. (thoughts and actions, intentions and thoughts, suggestions and intentions, thoughts and worries).
CO 2 (2 Mark)
13. Aside from the simple practices of heartfulness, all that is really required is our _____ and _____ to look at ourselves honestly. (discipline and confidence, attention and willingness, sharpness and courage, humility and simplicity).
CO 1 (2 Mark)
14. The magic of _____ and _____ instead of reacting can make the most dramatic and profound change in us. (reacting and responding, pausing and accepting, liking and disliking, eating and drinking).
CO 5 (2 Mark)
15. Fear detox is a technique of _____. (normal cleaning, spot cleaning, limb cleaning, toe cleaning)
CO 5 (1 Mark)

Total no. of Pages: ONE

Roll no..... 553

END SEMESTER EXAMINATION

MAY-2024

COURSE CODE: VAC 19/ FEC58 COURSE TITLE: Science and Practice of Happiness

Time: 02:00 Hours

Max. Marks: 50

Note: All questions carry equal marks.
Assume suitable missing data, if any.

- Q.1 What is Growth Mindset? Explain with examples how it is essential for flourishing and wellbeing. [10 marks] [CO2]
- Q.2 Write Short Notes on (Attempt any 2) [10 marks] [CO 1, 2,3]
a) Neurophysiology and Happiness
b) Theories of Emotion
c) Effective leadership and Happy Workplace
- Q.3 What are positive emotions? Describe their role in happiness and wellbeing in society. [10 marks][CO1,3]
- Q.4 Define meaningful work. Discuss the factors affecting meaningful work and their consequences. [10marks][CO2]
- Q.5 Discuss the role of yoga and meditation for positive mental health and wellbeing. [10marks][CO1]