

**QUESTION PAPERS FOR END TERM THEORY
EXAMINATIONS**
November/ December-2025



**M.Tech., MTPT, M.Sc., MBA, EMBA, M.Des.,
1st, 3rd & 5th SEMESTER**

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203585

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I SEMESTER
MDES (Interaction Design)

END TERM EXAMINATION

NOV-2025

COURSE CODE: DD513

COURSE TITLE: FUNDAMENTALS
OF DESIGN

Time: 03:00 Hours

Max. Marks: 40

Note : Attempt all the questions.
Assume suitable missing data, if any.
Attempt all questions on A3 Sheet.

- Q1. Create and draw a rebranding identity for an existing food brand, consisting the following : 1) A redesigned logo , 2) Website home page /a poster , 3) A Mascot . Explain in 100 words. Use any coloured medium . [20 marks]
- Q2. Make a logo for a company/service using any of the Gestalt's principle. Mention the name of the Law used and describe the idea behind in 100 words . [10 Marks]
- Q3. Explain the Gestalt's principal of Closure and Figure and ground with small visual reference drawing /sketch. Explain in 50 to 100 words .

OR

Explain the Law of **similarity** and Law of **proximity** of Gestalt's principal with small visual reference drawing /sketch. Explain in 50 to 100 words . [10 Marks]

-END-

304 586

Total No of Pages 01

Roll no:.....

1st SEMESTER
M.DES.

END - TERM EXAMINATION

COURSECODE:DD515n

Time: 03:00 Hours

NOV/ DEC-2025

COURSENAME: *User Centered Design*

Max. Marks: 40 Marks

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

Q1. State if the statement is true or false:

- Participant observation requires the researcher to stay detached and avoid interaction.
- Emotional design considers only how a product looks visually.
- Ethnography is a qualitative research method used to study people and cultures.
- UCD does not involve iteration; it is a linear design approach.
- Ethical protocols include obtaining informed consent and ensuring participant confidentiality.

[1x5= 5 marks]

Q2. Give 1 limitation, 1 advantage and example of the following:

- Ethnographic studies
- Interviews
- User Centered Design
- Observation
- Protocol

[5x3= 15 marks]

Q3. Design an ethnographic study to understand the challenges that are being faced by children with special learning needs in an inclusive classrooms. Include sampling, observation strategy, data collection tools, and ethical considerations.

OR

You are commissioned to understand why a newly introduced community health programme has low participation. Explain how you would use a combination of participant observation, informal interviews, and artefact analysis to uncover cultural factors affecting participation.

[1x20=20 marks]

-END-

END TERM EXAMINATION

NOV-2025

COURSE CODE: DD517nb**COURSE TITLE: Motion Graphics and
Animation Fundamentals****Time: 03:00 Hours****Max. Marks: 40****Note : Assume suitable missing data, if any.****Q1. Answer all the questions in 100 words [5x3=15 Marks]**

A) Explain the role of 'Follow-Through & Overlapping Action' in creating realistic movement. Use an illustrated example.

B) What is staging in animation? Explain with an illustrated scene example where proper staging clarifies the action.

C) What is 'Anticipation' in animation? Explain how it prepares the audience for an action with a simple scenario

Q2. Explain the importance of camera angles and camera shots in visual storytelling. Support your answer with illustrated examples.

OR

Describe any 5 camera shots (e.g., wide shot, close-up, POV, OTS, extreme close-up). Provide an illustrated example scene where each would be appropriate.

[10 Marks]

Q3. Create a 20 frame storyboard for one of the story below. Show a clear beginning, middle, and end of the incident. Label every frame with the camera shot/angle (e.g., Wide Shot, Close-Up, High Angle, Over-the-Shoulder). Use at least five different shot types overall. Stick-figure drawings are fine; focus on clarity and shot choice.

MENTION FRAME NUMBER, CAMERA ANGLE, AND CAMERA SHOTS ON EVERY FRAME

"A young person is walking along a busy road when they hear soft crying from behind an old metal fence. They look closer and see a small puppy stuck inside, scared and unable to get out.

The young person tries calling the puppy, offering food, and reaching through the bars, but the puppy is too frightened to move. Cars rush by, making it even more nervous.

The young person runs to get help and finds a nearby security guard. The guard comes over, checks the fence, and lifts part of the gate to create a small opening.

The puppy slowly crawls out, then happily jumps toward the young person and licks their hands. The young person and the guard smile, relieved that the puppy is safe."

[15 marks]**-END-**

1st SEMESTER
M.DES.

END - TERM EXAMINATION
COURSECODE:DD527nb
Time: 03:00 Hours

NOV/DEC-2025
COURSENAME: *Design Thinking*
Max. Marks: 40 Marks

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

Q1. Fill in the blanks (Answer any 5):

1. The ALU technique examines Advantages, Limitations, and _____ features.
2. The first step in Stanford's Design Thinking process is _____.
3. A How-How diagram helps generate multiple _____ by breaking down a problem.
4. Group Doodle is based on using random _____ as inspiration.
5. Storyboarding helps create visual _____ of scenarios.
6. The Double Diamond includes the stages: Discover, Define, Develop, and _____.
7. Role Storming is done by thinking from different _____.

[1x5= 5 marks]

Q2. State if the statement is true or false:

- a. The 3 I's in convergent thinking stand for Influence, Innovation, and Inference.
- b. SCAMPER stands for Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse.
- c. Mind mapping is a convergent thinking technique used to narrow down ideas.
- d. The "Empathize" step involves defining the final solution.
- e. Design Thinking focuses more on understanding the problem than jumping directly to solutions.
- f. Prototyping only involves digital tools and cannot include sketches or physical mock-ups.
- g. Brainstorming encourages generating as many ideas as possible without criticism.
- h. In ideation, judgement should be deferred to allow creative exploration.
- i. The Double Diamond model consists of two phases: Divergence and Convergence.
- j. Convergent techniques help in narrowing down ideas and making decisions.

[1x10= 10 marks]

Q3. A school wants to improve students' engagement during online classes. Using SCAMPER, and any convergent methods, describe how you would arrive at an actionable solution. Use illustrations and a write up to support your answers.

OR

A community reports difficulties in accessing clean drinking water. Using design thinking, describe how you would use the Empathise, Define, and Ideate stages to generate meaningful solutions. Include any divergent and convergent technique to generate solutions. Use illustrations and a write up to support your answers.

-END-

[1x25= 25 marks]

Total no. of Pages: 01

SPQ

Roll no.....

1st SEMESTER

M.Des. (VC)

END TERM EXAMINATION

Nov-20

DD535n Image Fabrication & Visualization

Time: 03:00 Hours

Max. Marks:

Note : Assume suitable missing data, if any.
For submitting EZines /Digital Zine and Process stages, Classroom
Code: a6dy4lq3

The objective is to test the designer's ability to think critically, research rapidly, communicate visually, and execute efficiently under time constraints.

Q.1 Create a single physical/ digital zine that responds to ANY ONE of the following contemporary issues/ themes:

- A) Anxiety, burnout, and the fractured self.
- B) Social media as performance.
- C) Data privacy and surveillance cultures.
- D) War, displacement, humanitarian crises.

Suggested Process:

1. Empathy (Conceptual Grounding with a short reflective text)
2. Research and Insight Gathering
3. Ideation
4. Visualisation Strategy & Production
5. Assembly & Presentation

[05 Mar]

[05 Mar]

[05 Mar]

[10 Mar]

[10 Mar]

[CO3,4,5][BTL4,5]

Submission Requirements:

Maximum size: A5, Minimum pages: 6

1. Well documented five process stages as mentioned above.
2. Final Zine ready to read and distribute.
3. A short conceptual note on the process and overall reflection: 200-250 words, printed or handwritten.

[05 Mar]

[05 Mar]

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Note: All Resource materials/ references used or manipulated are required to be submitted for fair evaluation.

Materials Allowed:

- *Phone photography*
- *Digital photomanipulation tools (Photoshop, Procreate, mobile apps, etc.)*
- *Stock images (royalty-free sources recommended)*
- *Partially AI-generated images (responsible use encouraged; manipulation allowed)*
- *Text (written or sourced), including academic excerpts, personal reflections, poetry, found text, photocopied text*
- *Collage materials (magazines, newspapers, printed images)*
- *Art stationery: colors, markers, ink, pens, glue, tape, staplers, scissors, cutting tools*
- *Photocopy machines for texture, distortion, layering, and reproduction*

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Total no. of Pages:1

Roll no.....

III SEMESTER

M.B.A.

END TERM EXAMINATION

Course Code:DD601

Models in Entrepreneurship

Time: 03:00 Hours

Nov/Dec-2025

Course Name: Organisational

Max. Marks: 40

Assume suitable missing data if any.

All questions carry equal marks.

All questions are compulsory unless otherwise mentioned explicitly.

Q.1 Attempt any one:

Explain the stages of organizational scaling for a design-led venture.

Discuss at least three scaling strategies such as franchising, licensing, or digital scaling, with appropriate examples.

OR

Describe the importance of legal and operational frameworks in entrepreneurship.

Explain the relevance of the following:

- LLP vs Pvt. Ltd
- Intellectual Property (IP)
- Contracts and NDAs

[10 marks] [CO2] [BTL 1,2]

Q.2 Discuss the role of organizational culture in the success of design-based entrepreneurial ventures. Explain how leadership style, diversity, and team structures contribute to building a culture of creativity.

[10 marks] [CO1] [BTL 1,3]

Q.3 Describe the Business Model Canvas (BMC) in detail. Using a real or hypothetical design-led business, explain any five components of the BMC with application-oriented examples.

[10 marks] [CO1] [BTL 1,3]

Q.4 Suggest a scenario where a startup might *pivot* and explain why pivoting can be critical for scaling.

[10 marks] [CO1] [BTL 3]

-END-

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Total no. of Pages: 1

Roll no.....

MDes_SEMESTER_III

END TERM EXAMINATION

Nov-2025

DD613 Designing for Society & Service Design

Time: 03.00 Hours

Max. Marks: 40

Note: Answer all

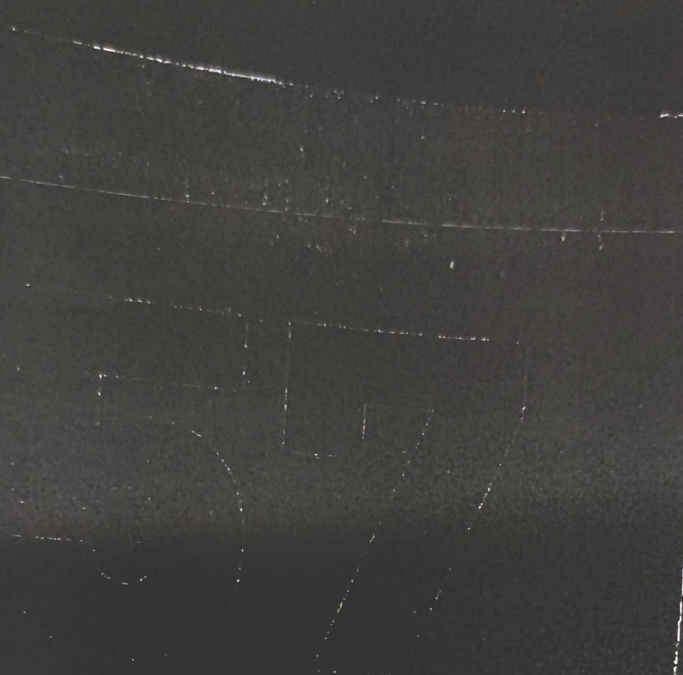
1. Why stakeholders are critical for designing any service? When designing a service how will you identify and onboard different stakeholders to design the most optimum service? [BTL-1,2] [15]
2. What are the differences between Design Thinking approach and Systems Thinking approach while designing a service? Please give at least 1 example for each & draw out the differences? [BTL-3,4] [15]
3. Enclosed is a case study on McDonald's. Please study the case and propose what service should McDonald's add in an Indian context to boost sales and serve their customers better. [10]
[BTL-1,5]

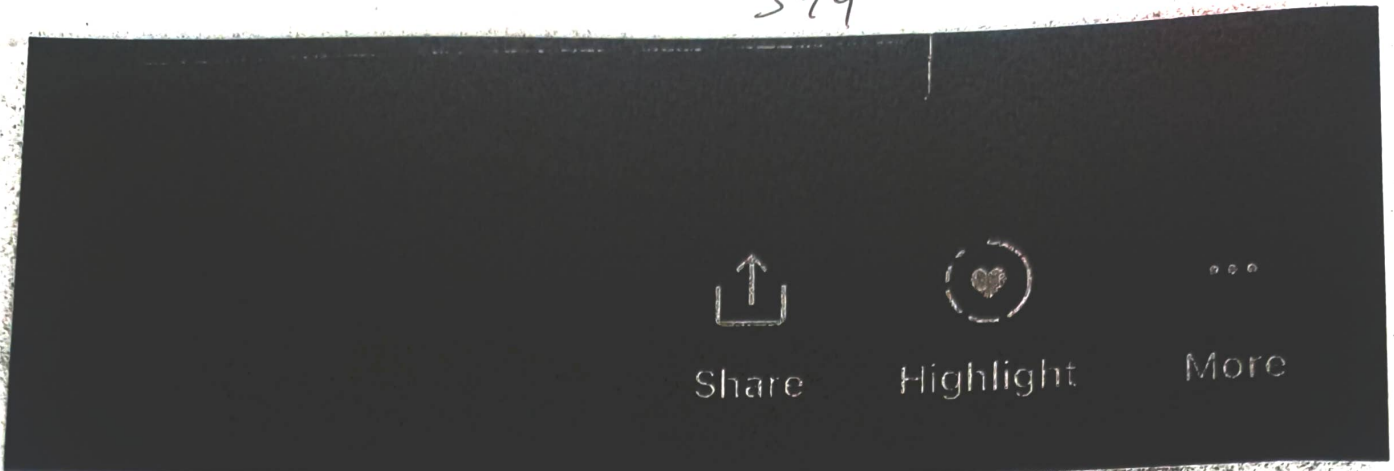
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18 April 6:59 PM

X





From my Instagram story. Photo taken at Toa Payoh McDonald's Singapore

I was impressed on how McDonald's was constantly changing their service to better suit to the changing culture of Singaporean customers. The latest service innovation that they had introduced to Singapore was the table service (this service should not be new to the US). The implementation did not happen to all stores in Singapore however.

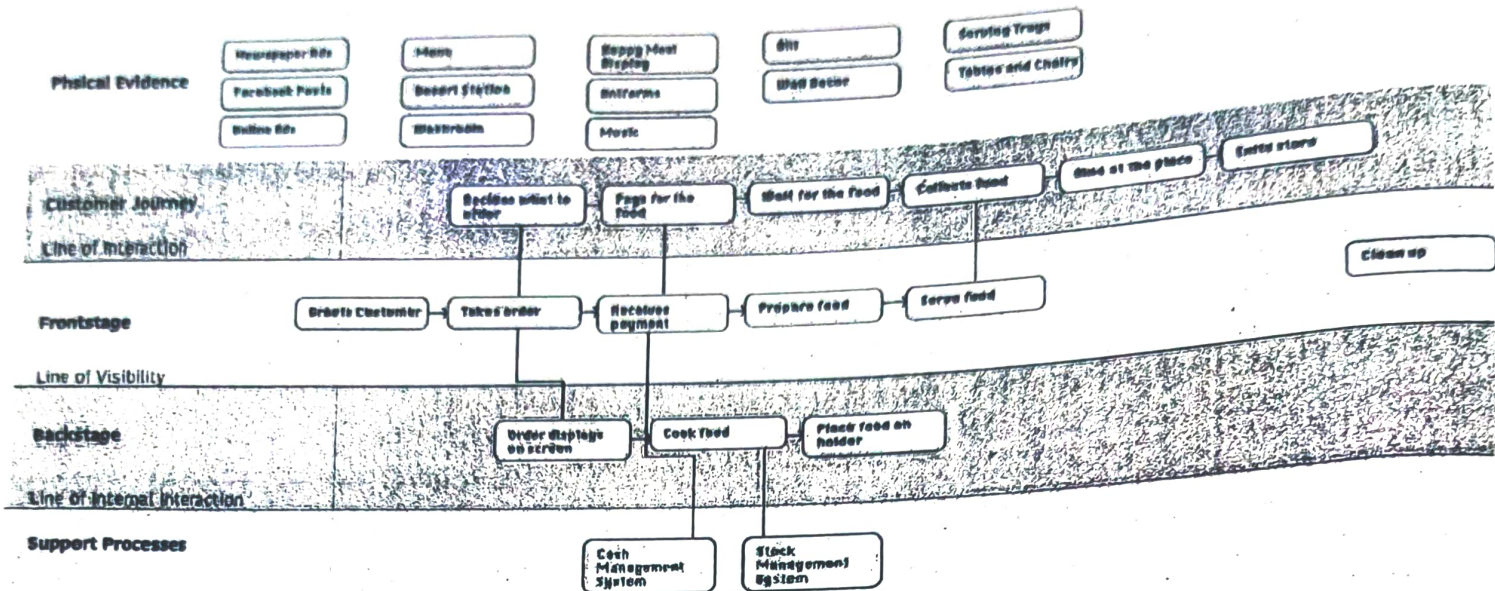
When I was a kid in the 90s (back when Singapore was still developing as a country), eating McDonald's was "luxurious" but the ordering system was simple. The cashier was the food server and the food was efficiently prepared and served. Just like every other fast food restaurants, McDonald's had already absorbed service design very much earlier on.

So what is Service Design?

Service design is the activity of planning and organizing a business's resources (people, props, and processes) in order to

- (1) directly improve the employee's experience, and
- (2) indirectly, the customer's experience.

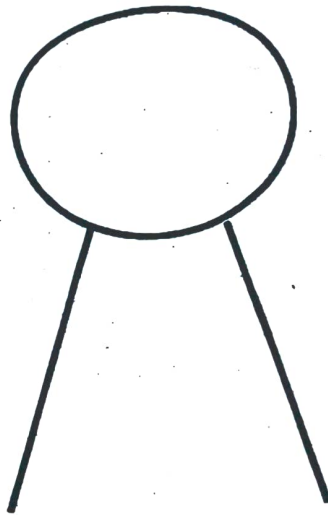
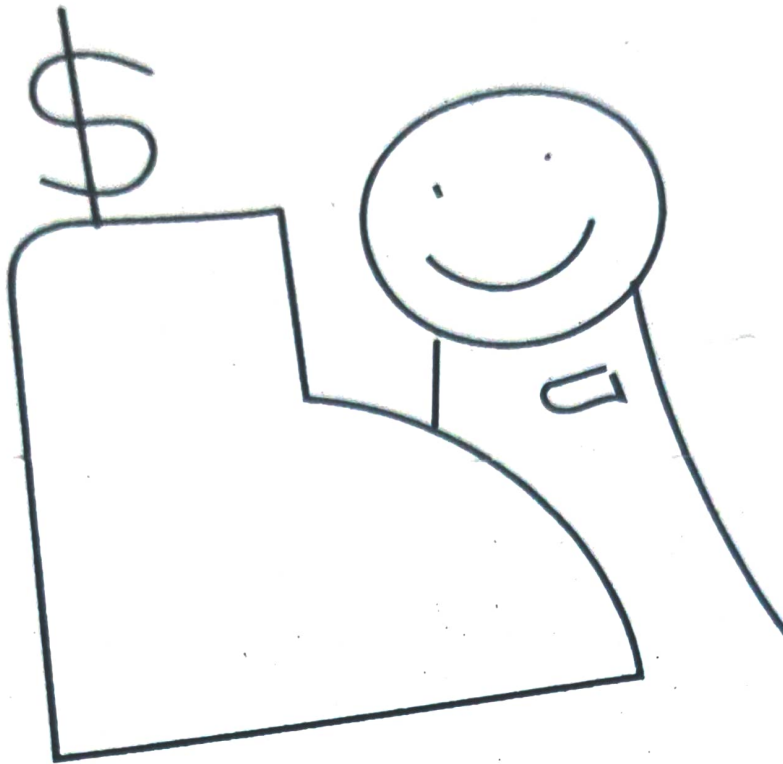
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Making orders, paying and collection of food are the main touch points in Mcdonald's customer journey.

Back when technology wasn't sexy, as I had mentioned earlier, the cashier was also the food server. This created an impression that the waiting time was long because the person being served had to order, pay and collect his food at the same counter (the worst moment was when that person spent 5 minutes discussing with the cashier and thinking of what to order. Very considerate). *So the service was not that great. No, the cashier wasn't slow. The human just had more than one role to play and the customer being served just couldn't make up his mind.* The "cashier" was the order taker, the cash collector and the food server. This was the Mcdonald's service design for a large part of my childhood.

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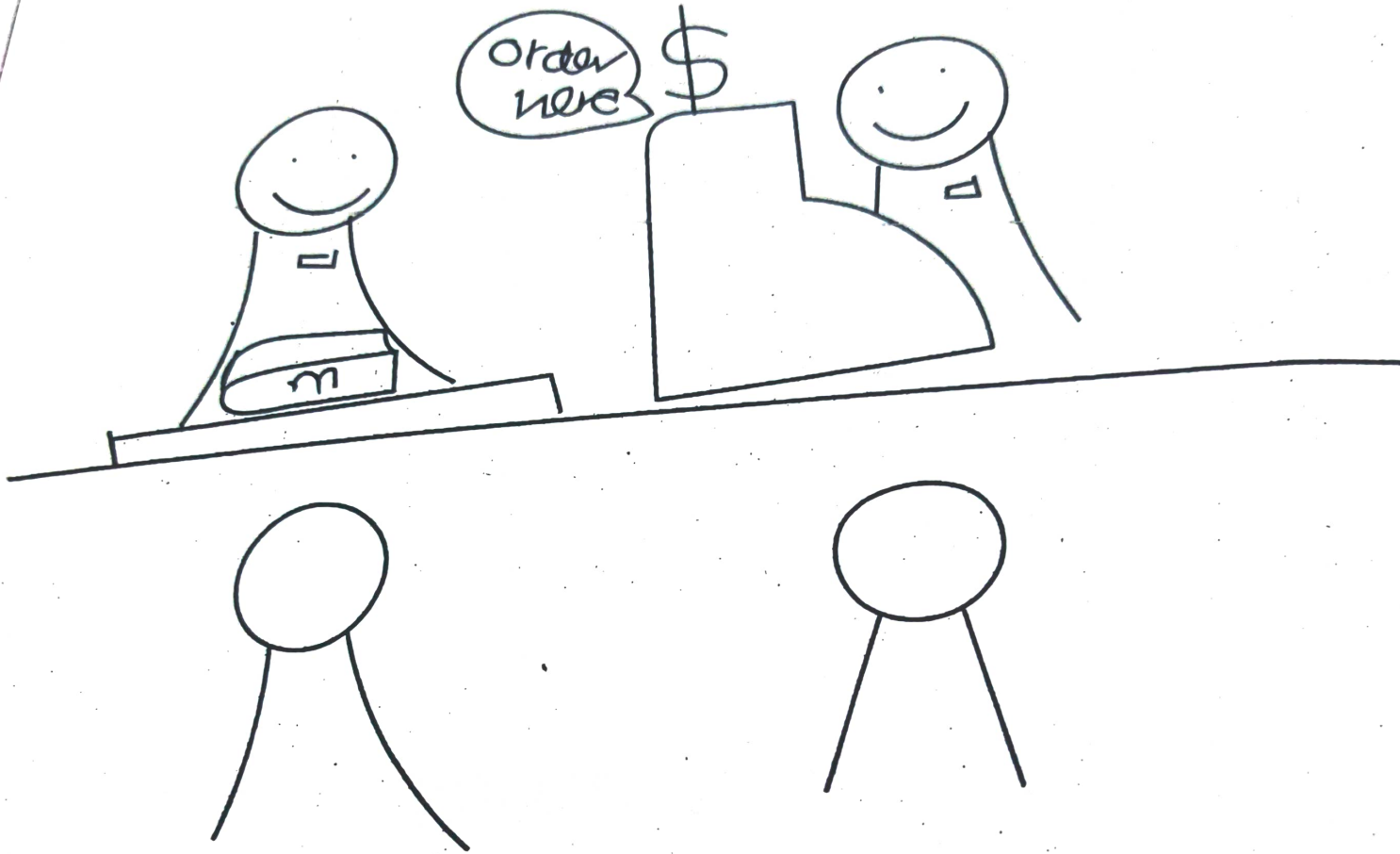


Pardon my amateur doodle

Later in my life, Mcdonald's decided to create a spot just beside the cashier counter for people to collect their food instead. The cashier only have to take order and collect payment. *At this period, payment can be done electronically.* That takes at least 1 minute off from each customer being served at the cashier. Customers in line would feel that they are being served

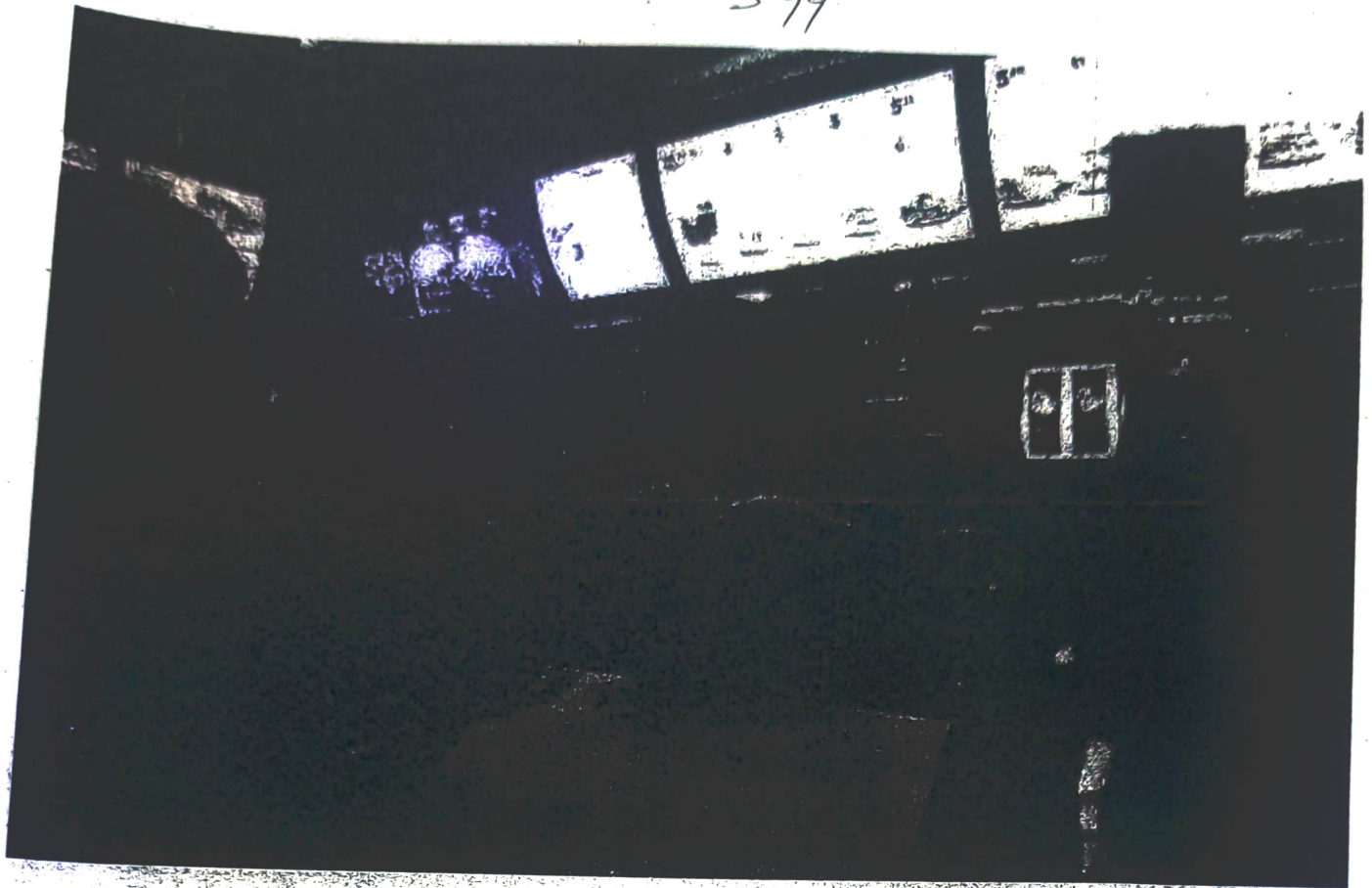
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faster when, in fact, it's probably the same. It doesn't matter; people are probably happy about the improvement in the customer experience.



Two waiting lines were in place instead of just one: one for waiting to order, the other to collect food

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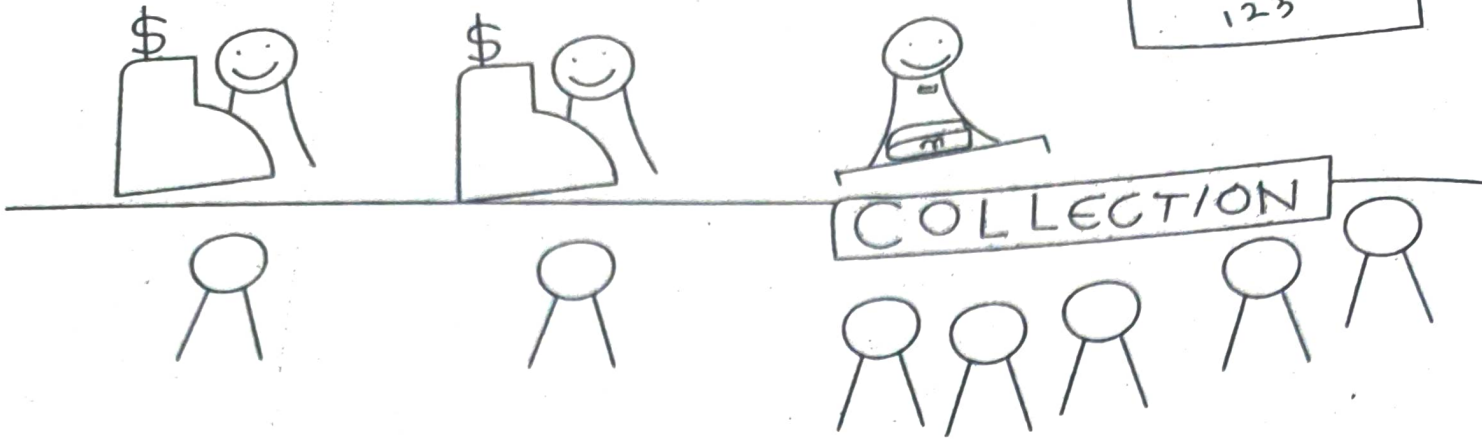
Few Mcdonald's stores in Singapore still operate likes this today.

However, with the tight labour market in Singapore, this poses an issue and creates cost. You need one more person at each counter to serve food. That means, if you have 4 cashiers, you need 4 food servers. The food servers also had to walk a distance from their station to the food preparation area to arrange and serve food. Depending on their proximity from the food preparation area, this causes expense of time.

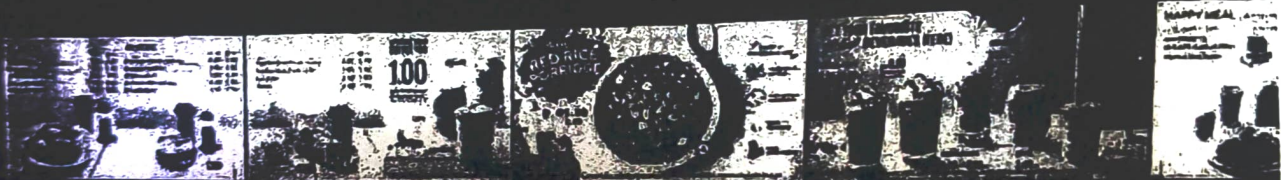
To resolve this problem, Mcdonald's create one gigantic spot for food servers and food collection so that they would not need that many people to serve food. And the food preparation area is just behind the food collection point. *Talk about operation efficiency!* Mcdonald's also employ a ticket system which helps their customer understand where they are in line, managing customers' expectation and reducing customers' anxiety. All in harmony to create a better customer experience.

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Now Serving
123



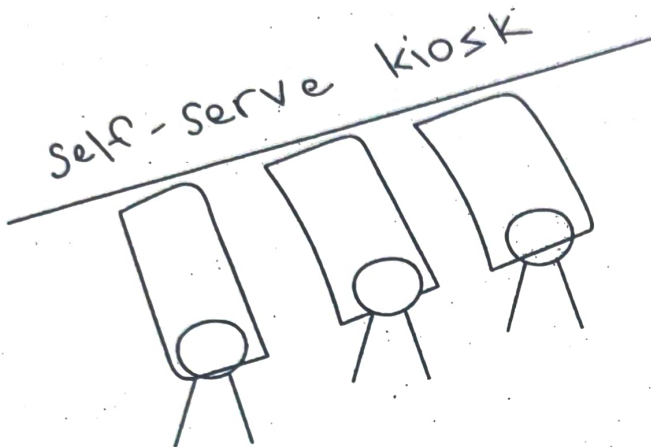
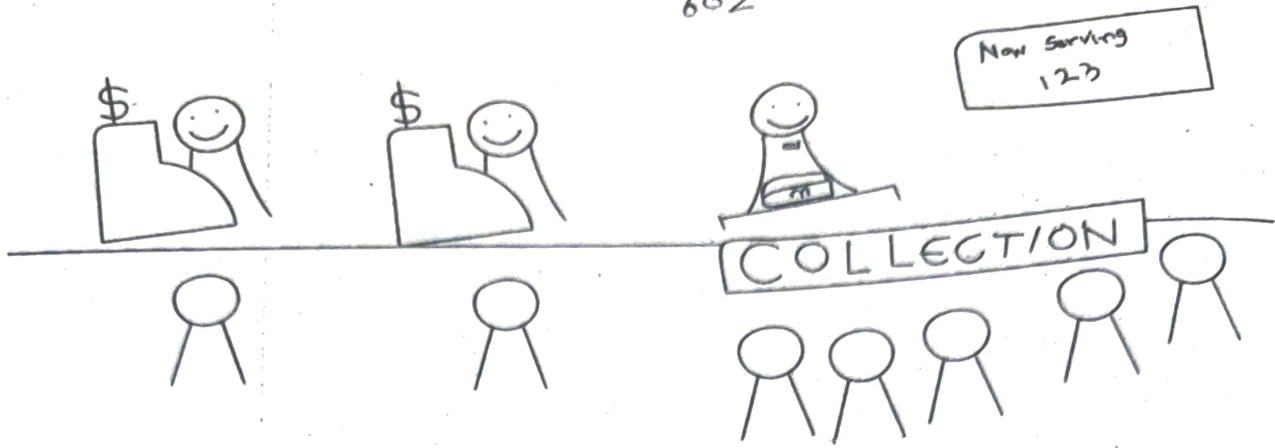
No Q at the collection area, people are free to go where they want so long as they collect their food when their numbers are called



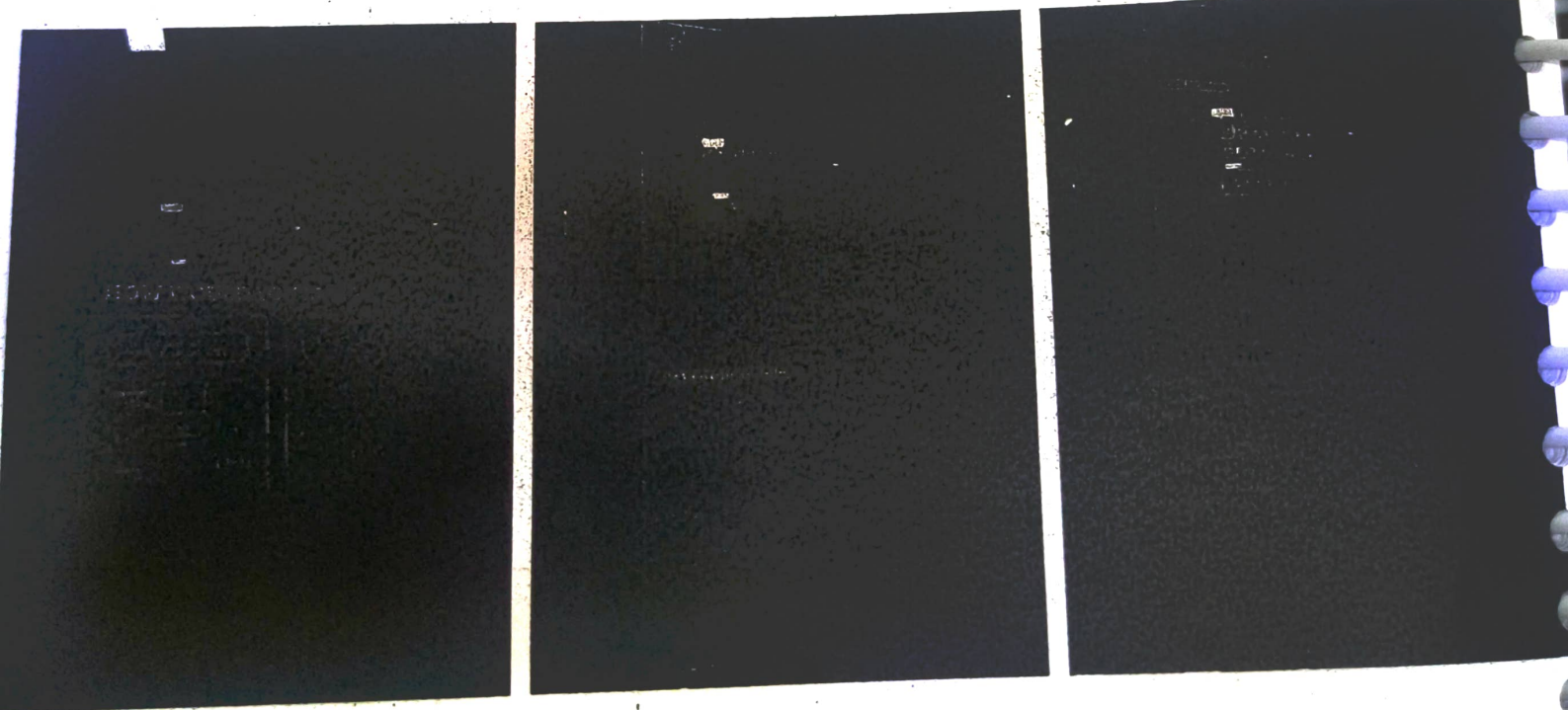
Something like this: left cashier area, right food collection area with ticket system

Then came one day when the demand for service quality became higher, and the competition within the service industry became intense, technology became the new sexy thing for businesses. In the recent years, McDonald's introduced the self-serve kiosk to enhance customer experience. The touch-screen technology is meant to speed up the ordering process and give people more control over customising their food, while reducing opportunities for human error. People don't like to stand in queues, they love to pay digitally (*because *cough* digital payments are faster and more convenient*). And they like to take their time thinking about what to order, while customising their orders at the same time. The self-serve kiosk gives their customers a sense of control over their order and their order timeframe. It also uses the same ticket system. This sense of control improves user experience, and reduces interaction anxiety and inconsistency in customer service quality. *Honestly, the introvert geek in me loves it too.*

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Addition of self-serve kiosk to the design



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Total no. of Pages:1

Roll no.....

MDes_SEMESTER_III

END TERM EXAMINATION

Nov-2025

DD623 Strategic Design Management

Time: 03:00 Hours

Max. Marks: 40

NOTE: Answer all

Q.1 What is Strategic Design Management? Please define/explain. Can incorporation of Strategic Design Management enable an organisation to compete better in the market place? If yes then how & if no then why?

[BTL-1] [Co-1] [20]

Q.2 Discuss Strategic Design Management models you know of and provide at least one example for each of these models?

[10] [BTL-3,4]

Q3. While designing products/services strategically, what consideration/s should a designer have in order to make the it a success?

[BTL-4-5] [10] [Co-2]

END

Total no. of Pages: 02

304 604

Roll no.....

3rd SEMESTER

ILDes

END TERM EXAMINATION

Nov-2025

DD633 Major Campaign Planning & Design

Time: 03:00 Hours

Max. Marks: 40

Note : All questions carry equal marks.
Mode: Digital Use of Computers/laptops and coloured pens is allowed.
Classroom Code: 3mfmnx
A rough A4 sheet will be provided for sketches to submit details of students.

Attempt **ANY TWO** of the following questions.

Q.1 "*Design is not just what it looks like and feels like. Design is how it works?*"

Based on the above statement attempt **ANY ONE** of the following exercises:

- i) As an Event planning company, Create a Three (03) poster motivational series on the above statement for your team, vendors and clients. Each has a different purpose and different reason to do the talking but with the same statement. The poster is for instagram so the main focus should be on the visual identity of the posters.

OR

- ii) Create a strategy to pitch an event to the collaborator on the basis of the Process and then the visual identity. Create a visual representation of the pitch.

[20 Marks][CO3,4,5][BTL5,6]

Q.2 "*Your brand is not what you sell; it's the experience you deliver*" Based on the above statement attempt **ANY ONE** of the following exercises:

- i) How does an aesthetically-designed package deliver an experience of the brand. Create a package design for a chess game by "khel ghar" and establish an interest in the brand for future buys.

OR

608 305

- ii) Your brand is collaborating with a museum of musical instruments for a day's event. **Create a navigation map** in the museum for people to experience your Brand and the story of musical instruments in the most interactive manner.

[20 Marks][CO3,4,5][BTL5,6]

Q.3 "*A brand is a voice and a product is a souvenir*"-Lisa Gansky. Discuss the above statement on the basis of 5A's of converting strangers into customers. Keeping the above in mind, Create a visual identity strategy for **ANY ONE** of the following brand's launches for GenZ.

- a) Pet Ownership Brand
- b) Tiny Vinyl Records Brand
- c) Toxic-Free Relaxation Candles

[20 Marks][CO3,4,5][BTL5,6]

END-TERM EXAMINATION

NOV-2025

COURSE CODE: DD643

Time: 3:00 Hours

COURSE TITLE: EXPERIENCE DESIGN

Max. Marks: 40 Marks

Note: Attempt all the questions.
Assume suitable missing data, if any.
Attempt all the answers on A3 Sheets ONLY.

Q1. Experience Design for a Pop-Up Retail Installation

Situation: A sustainable fashion label is launching a 3-day pop-up store at a design festival. Their brand values include upcycling, circularity, and transparency brand name is **ECO-LIFE**.

Propose a complete pop-up retail experience and its brand identity that communicates sustainability through spatial and sensory design.

It should include:

1. Reusable or upcycled materials for construction.
2. Transparent storytelling installations (material origin, supply chain).
3. Interactive experiences (DIY customisation, repair corner).
4. A Layout with window display plan supporting high footfall during the festival.

Justification for how your design communicates sustainability without becoming didactic with help of illustrations and text.

[40 Marks]

OR

Q2. Evaluating Retail Experiences — Ethnography & Mapping

Situation: You are hired as an Experience Designer to evaluate a home electronics store named **NOVOEDGE**, which sells appliances, gadgets, and lighting. The brand suspects that customers feel overwhelmed and abandon purchases due to information overload.

Task: Develop an ethnographic research + customer journey mapping plan, followed by a viable solution for retail space.

It should include:

1. In-store observation methods (shadowing, secondary observations, behavioural cues).
2. Customer segmentation and profiling for research.
3. A step-by-step customer journey with pain points and interventions.
4. A redesigned store plan for product displays with window display.

Explain and justify your designs with the help of illustrations and text.

[40 Marks]

-END-

Total No. of Pages: 1
no.

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1st SEMESTER
P.H.D.

Roll

NOVEMBER-2025

END TERM EXAMINATION

COURSE CODE: DD901
INDUSTRIAL DESIGN
Time: 3:00 Hours

COURSE TITLE: DESIGN FOR ALL

Max. Marks: 40 Marks

Q.1 Define Universal Design and clearly differentiate it from Accessible Design. List and briefly explain the Seven Principles of Universal Design. provide a specific, modern-day example of its application in the design of a passenger automobile (car) with the help of neat and quality illustrations [CO1-2][BTL2,5] [20 MARKS]

Q2. Identify the key design attributes of universal design. Explain each of them with relevant examples related to Universal Design. Also discuss how universality will be assessed based on above identified attributes.

[CO1-2][BTL2,] [20 MARKS]

END