



PRESIDENCY UNIVERSITY

BENGALURU

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| Roll No. | | | | | | | | | | | | | | |
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Mid - Term Examinations – October 2025

Date: 31-10-2025

Time: 02:30Pm – 04:00Pm

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|-----------------------|---------------------------|---------------|
| School: SOIS-PG | Program: MCA | |
| Course Code : CSA4016 | Course Name: UI/UX Design | |
| Semester: III | Max Marks: 50 | Weightage:25% |

| CO - Levels | C01 | C02 | C03 | C04 | C05 |
|-------------|-----|-----|-----|-----|-----|
| Marks | 26 | 24 | - | - | - |

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

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|---|--|---------|----|-----|
| 1 | Give any two important functions of UX researcher. | 2 Marks | L1 | C01 |
| 2 | Why is UI/UX design an integral part of a good company? | 2 Marks | L2 | C01 |
| 3 | What do you understand by KPI? | 2 Marks | L2 | C01 |
| 4 | Explain the concept of end user. | 2 Marks | L2 | C02 |
| 5 | Name two generative methods for finding user requirements. | 2 Marks | L1 | C02 |

Part B

Answer the Questions.

Total Marks 40M

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|-----------|-----------|---|-----------------|-----------|------------|
| 6. | a. | Discuss the various sub-disciplines, their roles and importance in a UI/UX team. | 10 Marks | L2 | CO1 |
| | b. | Explain the limitations of using ROI for a UI/UX team. How would you gauge the performance of a design team? Explain the performance assessment you would use for a 3D model of a person you made in Blender. | 10 Marks | L2 | CO1 |
| Or | | | | | |
| 7. | a. | You are tasked to conduct user research for a dating app. How would you proceed with this task? What are the different types of user research usually used for such purposes? | 10 Marks | L2 | CO1 |
| | b. | What do you understand by usability testing? Discuss its advantages and limitations. | 10 Marks | L2 | CO1 |

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|-----------|-----------|---|-----------------|-----------|------------|
| 8. | a. | Prepare the major stages you would take your UI/UX team through to produce an app with a good user centered design. | 10 Marks | L3 | CO2 |
| | b. | Prepare a feedback form for collecting user requirements for a food delivery app. | 10 Marks | L3 | CO2 |
| Or | | | | | |
| 9. | a. | Explain the principle of Lean UX design and discuss its importance to Google products. | 10 Marks | L2 | CO2 |
| | b. | Illustrate the application of double diamond approach to designing a webpage. | 10 Marks | L2 | CO2 |