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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 31-10-2025

Time: 02:30Pm – 04:00Pm

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

CO - Levels	CO1	CO2	CO3	CO4	CO5
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

1	Give any two important functions of UX researcher.	2 Marks	L1	CO1
2	Why is UI/UX design an integral part of a good company?	2 Marks	L2	CO1
3	What do you understand by KPI?	2 Marks	L2	CO1
4	Explain the concept of end user.	2 Marks	L2	CO2
5	Name two generative methods for finding user requirements.	2 Marks	L1	CO2

Part B

Answer the Questions.

Total Marks 40M

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

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