



PRESIDENCY UNIVERSITY

BENGALURU

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Mid - Term Examinations – October 2025

Date: 27-10-2025

Time: 02.30pm to 04.00pm

School: SOCS/SOE	Program: B.Tech [CSE]	
Course Code : IST3406	Course Name: Human Computer Interaction	
Semester: VII	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

1	What is meant by human cognition in the context of HCI?	2 Marks	L1	C01
2	Define Gulf of Evaluation and give one simple example.	2 Marks	L1	C01
3	List the three main human input-output channels.	2 Marks	L1	C01
4	Define interaction design in one line.	2 Marks	L1	C02
5	What is prototyping in interface design?	2 Marks	L1	C02

Part B

Answer the Questions.

Total Marks 40M

6.	a.	Discuss Norman's four principles of good design with suitable examples.	5 Marks	L1	C02
	b.	Alex wants to delete an old document from their computer to free up some space. Walk through Norman's seven stages of action as Alex goes through the process of deleting the file.	5 Marks	L2	C01
Or					
7.	a.	Explain Foley and van Dam's four-level approach with suitable examples.	5 Marks	L1	C01
	b.	Identify and explain the four points during Sarah's interaction with the travel website where user failures can occur, illustrating each with what might happen in this scenario.	5 Marks	L2	C02

8.	a.	In a flight control system, humans monitor automated tools and intervene only during emergencies. <ul style="list-style-type: none"> Identify this type of control. Explain why supervisory control is important in high-risk systems. 	7 Marks	L3	C01
	b.	A grocery delivery app has long forms where users must re-enter their address on multiple screens. <ul style="list-style-type: none"> Identify which data-entry guideline is violated. Suggest an interface improvement using auto-fill or memory recall. 	8 Marks	L2	C02
Or					
9.	a.	A user interacts with a robot that explains its actions clearly and matches the user's mental expectations. <ul style="list-style-type: none"> Which model of interaction does this reflect? Explain Foley and van Dam's four-level approach using this example. 	8 Marks	L3	C01
	b.	A university portal uses small, light-grey text for announcements, making them easy to miss. <ul style="list-style-type: none"> Which guideline for getting user attention is violated? Suggest better visual or audio feedback methods. 	7 Marks	L2	C02

10.	a.	Explain the guidelines for interface design that help in creating user-friendly and efficient systems.	8 Marks	L1	C01
	b.	A company wants to improve customer support on its website. Instead of using a fully autonomous chatbot, they are considering other options. What are some alternatives to autonomous agents for providing customer support? Give examples of each alternative in this scenario.	7 Marks	L2	C02
Or					
11.	a.	Describe the ergonomic factors that influence user performance in interactive systems.	7 Marks	L1	C01
	b.	Sara is designing a mobile app for booking movie tickets. Before starting the design, she studies how users usually search for movies, select seats, and make payments. How does task analysis help Sara design a user-centered interface for her movie ticket app?	8 Marks	L2	C02