PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 13 – 12- 2025   **Time:** 09:30am – 12:30pm

School: SOIS-PG	**Program**: MCA	
Course Code: CSA4016	**Course Name:** UI/UX Design	
Semester: III	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	24	26	26	

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.   **10Q x 2M=20M**

1.	Name any two important functions of UX researcher.	2 Marks	L1	CO1
2.	Summarize your understanding of KPI.	2 Marks	L2	CO1
3.	Explain double diamond approach to design.	2 Marks	L2	CO2
4.	Name two generative methods for finding user requirements.	2 Marks	L1	CO2
5.	List three major components of universal design.	2 Marks	L1	CO3
6.	Distinguish between equity and equality.	2 Marks	L2	CO3
7.	Describe the importance of flexibility in the use of an app.	2 Marks	L2	CO3
8.	Distinguish between OAT and UAT.	2 Marks	L2	CO4
9.	List at least two types of personae.	2 Marks	L1	CO4
10.	Summarize the role of alpha and beta testing.	2 Marks	L2	CO4

Part B

Answer the Questions.   **Total Marks 80M**

11.	a.	Illustrate interaction design and explain the various dimensions of interaction design.	10 Marks	L2	CO1
	b.	Contrast the various sub-disciplines, their roles and importance in a UI/UX team.	10 Marks	L2	CO1
Or					
12.	a.	Explain the various principles of visual design using figures for clarity.	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

13.	a.	Discuss the importance of cross platform, multiple languages and continuity while trying to design for a billion users.	10 Marks	L2	CO2
	b.	Develop a survey form for collecting user requirements for a chat app.	10 Marks	L3	CO2
Or					
14.	a.	Explain double diamond approach in detail with figures.	10 Marks	L2	CO2
	b.	Illustrate the application of Lean UX design principle in designing a travel blog.	10 Marks	L3	CO2

15.	a.	Prepare a Design Sprint for a travel blog layout, show the individual phases. Apply principles of universal design to develop a wireframe for the blog.	20 Marks	L3	CO3
Or					
16.	a.	You are designing an app for rural students all over India. Your design should ensure that the app is accessible for all students. Illustrate the application of the concept of 'Lens' while designing the interface.	20 Marks	L3	CO3

17.	a.	Describe various laws included in the Gestalt's principles. Apply these laws to design a logo.	10 Marks	L2	CO4
	b.	Prepare a persona for a user who is a two year experienced software developer. Discuss the major steps for creating a persona.	10 Marks	L3	CO4
Or					
18.	a.	Discuss usability testing of an app. Discuss the importance of this type of testing.	10 Marks	L2	CO4
	b.	Prepare a mockup of a chat app. Discuss the advantages and limitations of using Figma for mock-ups.	10 Marks	L3	CO4