



Even Semester End Term Examination, May / June 2026

Date: 26/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: DES2151

Course Name: Visual Perception in Everyday Life

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	18	82	80

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	1 List three Gestalt laws.	2	CO1	BT1
2	What is signal detection theory?	2	CO2	BT2
3	Define Gestalt law of common fate.	2	CO1	BT1
4	What are sensory receptors?	2	CO1	BT1
5	How does top-down processing use expectations?	2	CO1	BT1
6	Give an example of Figure-Ground.	2	CO1	BT1
7	What is constructive perception?	2	CO1	BT1
8	Define feature integration theory.	2	CO1	BT1
9	How does the Law of Common Fate work?	2	CO1	BT1
10	Name stages from sensation to perception.	2	CO1	BT1

Part B: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
11.a	What causes depth illusions? Give one monocular cue example.	10	CO2	BT2
11.b	Define figure-ground relationship. How does it help object recognition?	10	CO2	BT2
12.a	Describe the Muller-Lyer illusion. How does closure aid figure ground?	10	CO2	BT2
12.b	Give an example of height in plane. How does it use grouping in	10	CO2	BT2

scenes?

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13.a	Name a binocular cue and one grouping principle like similarity.	10	CO2	BT2
13.b	Explain size constancy. How do grouping principles create perceptual organization?	10	CO2	BT2
14.a	Explain overlap as a depth cue. Relate to continuity in recognition.	10	CO2	BT2
14.b	What is convergence? Link it to proximity in object grouping.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
15.a	How does motion perception aid design? Name a neural mechanism and UI application.	10	CO3	BT3
15.b	Describe continuity principle in art. Connect to fMRI findings and advertising impact.	10	CO3	BT3
16.a	What role does the ventral stream play? Example in visual comm and technology interfaces.	10	CO3	BT3
16.b	Explain similarity grouping in ads. Link to neuroscience imaging and everyday design apps.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
17.a	How does closure principle work in tech icons? Relate to V4 area function and web banners.	10	CO3	BT3
17.b	Give a symmetry example in UI buttons. Link to brain's parietal lobe and visual storytelling in ads.	10	CO3	BT3
18.a	How does texture gradient help spatial design? Connect to MT area neurons and immersive VR ads.	10	CO3	BT3
18.b	Explain common fate in animation design. Relate to motion-sensitive cells and social media visuals.	10	CO3	BT3