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Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: DBS1011 **Course Name:** Introduction to Website and Design Essentials

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	56	34

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain any two Marketing Design principles used for visual communication.	2	CO1	BT2
2	What do you mean by an emailer? What are the advantages of using email as a marketing communication tool?	2	CO1	BT2
3	What is a landing page, and how can we optimise a landing page?	2	CO1	BT2
4	Define typography and its relevance in marketing design,	2	CO2	BT2
5	Explain any two principles of good product design by Dieter Rams.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain Marketing Design from the perspective of social media design and what are the best practices and optimization of these.	10	CO1	BT2
7	What is OOH Advertising Design? Define six major types of OOH designs.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain any ten current trends in Web Design. How do these trends influence user engagement and brand communication?	10	CO1	BT2
9	Describe seven design principles inspired by nature and how they affect visual communication.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	What is UI & UX Design? Expalin the advantage of using these elements of design – line, shape, form, space, color, value, texture in marketing design.	10	CO2	BT2
11	Define what a website is and explain six different types of websites.	10	CO1	BT2

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
12	What are the different components of a CMS system? Mention top five CMS brands in the world as per Gartners magic quardent.	10	CO2	BT2

PTO (Please Turn Over)

13	Explain ten good design principles by Dieter Rams of Braun Corporation.	10	CO2	BT2