Roll No: | | | | | | | | | | | |

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: PSY1906 **Course Name:** Designing Emotions Across Media

Semester: 3'5'7 Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	10	40	20	20

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Identify the theory of emotion that proposes that emotional experience and physiological arousal occur simultaneously.	2	CO1	BT1
2	Describe one difference between self-report and behavioral observation as methods of assessing emotions.	2	CO1	BT2
3	Identify any two components of emotional intelligence.	2	CO1	BT1
4	Identify any two examples of Jungian archetypes.	2	CO1	BT1
5	Identify the role of mirror neurons in empathy in art.	2	CO1	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain the Facial Feedback Hypothesis and discuss its significance in understanding emotional experience.	10	CO2	BT2
7	Explain how facial expressions can influence the experience of an emotion, and support your answer with a suitable example.	10	CO2	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain the importance of emotional intelligence in recognizing and managing emotional experiences.	10	CO2	BT2
9	Explain how self-report scales, behavioral observation, and physiological indicators can be used to assess emotional responses.	10	CO2	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Interpret the role of art and design as emotional languages in communicating meaning to an audience.	10	CO3	BT2
11	Interpret how cultural associations should inform color selection for emotional visual communication.	10	CO3	BT2

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

PTO (Please Turn Over)

12	Apply emotional regulation principles to a design situation in which users are likely to experience stress or frustration. Suggest suitable design features and justify their use.	10	CO4	BT3
13	Apply knowledge of emotional responses to develop an appropriate communication approach for a specific target audience.	10	CO4	BT3