



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : BDP304

Course Name : SEM V - BDP304 - Design Research Methodologies

Program : B. Design - PD

Date : 12-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. How can research help create things that are more creative, useful, and appealing to the eye?
(CO4,CO3,CO2,CO1) [Knowledge]
2. How can qualitative research methods like focus groups and interviews be utilized to acquire information and guide the design process?
(CO2,CO3,CO4) [Knowledge]
3. How can the results and insights from the data synthesis process be shared using various data visualization techniques?
(CO2,CO3,CO4) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Conduct research on the latest earphone trends quickly. Gather relevant photographs to help you explain your responses. Briefly describe the research approach employed and explain it.
(CO4,CO3) [Comprehension]
5. Do some research on kids' tiffin boxes. Create appropriate visual boards and briefly describe them using the images you've included. Identify the need and make some product suggestions. Draw basic line drawings or doodles to illustrate.
(CO4,CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Discussion on the given topic and defend the jury clarification.
(CO4,CO3,CO2) [Application]
