PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023

Semester : Semester VII - 2019
Course Code : BDC403
Course Name : Sem VII - BDC403 - Basics of System Design
Program : B.Design - Communication Design

Date : 11-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. What is the difference between analysis and synthesis?

(CO1,CO2) [Knowledge]

2. What are different kinds of things the system consists of? Explain.

(CO2,CO1) [Knowledge]

3. How systems thinking is different from design thinking? Can both approaches be applied for a project?

(CO1,CO4) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS   **2Q X 15M = 30M**

4. Explain the iceberg model of system thinking.

(CO4,CO5) [Comprehension]

5. Explain reinforcement loop with example.

(CO2) [Comprehension]

PART-C

VIVA / JURY   **1 X 40M = 40M**

6. Present and explain the individual project you are working.

(CO5,CO4) [Application]

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