



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester V - 2020

Course Code : BDC301

Course Name : Sem V - BDC301 - Cognitive Ergonomics and Ergonomics in Communication Design

Program : Communication Design

Date : 9-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. Briefly explain any three principles of cognitive ergonomics.
(CO1) [Knowledge]
2. What cognitive processes are involved with cognitive ergonomics?
(CO1) [Knowledge]
3. Briefly explain different types of ergonomics.
(CO1,CO2) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Write down and explain all the 10 principles of cognitive ergonomics.
(CO2) [Comprehension]
5. Define cognition. Explain different types of cognitive processes that take place in the human mind.
(CO2) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Cognitive ergonomics project presentation and jury
(CO3) [Application]
