

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VII - 2019

Course Code : BDC406

Course Name : Sem VII - BDC406 - Design Thinking and Application

Program : B.Design - Communication Design

Date : 16-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 would you observe flaws in any design set-up. Discuss with an example.
(CO2) [Knowledge]
2. Do you think design thinking is a complete solution to a design flaw. Justify your answer.
(CO2) [Knowledge]
3. Explain the relevance of cultural heritage in inclusive design.
(CO3) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. What is the importance of metaphorical intervention in design thinking? Explain with an example.
(CO3) [Comprehension]
5. Explain with at least two examples, the concept of Universal Design.
(CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. In the JURY session, justify your claims with the submitted presentation.
(CO3) [Application]
