



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester V - 2020

**Course Code :** BDP401

**Course Name :** SEM V - BDP305 - Simple Product Design Space

**Program :** B. Design - PD

**Date :** 13-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 are the various strategies and procedures that may be applied to the ideation stage of product design in order to produce ideas and concepts? Explain about the stages in brief.  
(CO3,CO2,CO1) [Knowledge]
2. How can a product design project's overall vision and direction be determined via the ideation process? Explain with an example.  
(CO2,CO3,CO4) [Knowledge]
3. What kinds of prototypes can be made during the prototyping stage of product design, and how are they distinct from one another?  
(CO3,CO4) [Knowledge]

**PART-B**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2Q X 15M = 30M**

4. Do a quick search on smart watches to see where the gap is. Take the focus group as necessary, determine where they differ, create visual boards, and provide a quick summary of the findings.  
(CO2,CO3,CO4) [Comprehension]
5. Create a product that can fill the gap according to the results of question 1 and design it accordingly. Sketch the product as necessary and provide a thorough description of it.  
(CO4,CO3,CO5) [Comprehension]

**PART-C**

**VIVA / JURY**

**1 X 40M = 40M**

6. Discuss on the topic and defend the jury clarifications.  
(CO2,CO4,CO3,CO5) [Application]

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