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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester I - 2022

Course Code : DES1011

Course Name : Sem I - DES1011 - Contextual Understanding and Design History

Program : B. Design

Date : 28-JAN-2023

Time : 10.00AM - 1.00PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Define the Ideology of warli art along with their subject matters. (CO4,CO3) [Knowledge]
2. Define the primary differences and similarities between Kalamkari Art and Madhubani Art (1x10) (CO3,CO4) [Knowledge]
3. What you mean by Pre-Historic Period? Describe the importance of metal Age in design evolution. (CO5) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Describe the influence of pop culture in contemporary industries of product design. (CO4) [Comprehension]
5. Describe the primary inspirations of Bauhaus on Ikea's products based on your case study. 1x 15 (CO3,CO4) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Present the given topic and defend the jury clarifications (CO4,CO3) [Application]
