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**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester VIII - 2019

**Course Code :** BFD413

**Course Name :** Sem VIII - BFD413 - Design Thinking In Fashion

**Program :** BDF

**Date :** 9-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

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**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.*
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**PART A**

**ANSWER ALL THE QUESTIONS**

**(3 X 10 = 30M)**

1. If you are given a product/process how can you demystify it ?Explain with a hypothetical product/process  
(CO2) [Knowledge]
2. What do you mean by cultural heritage-Explain with an example of any nature.  
(CO2) [Knowledge]
3. 'Big doors open on small hinges'--- Use the metaphor to construct/exemplify a suitable product/process/activity  
(CO3) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X15 = 30M)**

4. List and explain two examples from history where stretegy was used as 'Design thinking'  
(CO3) [Comprehension]
5. 'Design is converting maximum amount of being into appearing and appearing into being'--- explain with a hypothetical Product/process.  
(CO3) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS**

**(2 X 20 = 40M)**

6. How do you evaluate a Design process dealing with Universal product range for vehicles.--- Assume any hypothetical range  
(CO3) [Application]
7. Trying to have a Universal Dress code -- Is it a myth or can be a reality ? --- Justify  
(CO3) [Application]