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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VI - CD - 2020

Course Code : BDC308

Course Name : Sem VI - BDC308 - Packaging Design

Program : Communication Design

Date : 09-JUN-2023

Time : 1:00PM - 4:00PM

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 questions

(2 X 5 = 10M)

1. What six characteristics define effective packaging? Give an example of any packaging that, in your opinion, embodies the six traits.
(CO1) [Knowledge]
2. What are the six main packaging requirements?
(CO2) [Knowledge]

PART B

Answer all the questions

(2 X 15 = 30M)

3. What is labelling? What constitutes the components of labelling? Explain, how labelling plays an important role in packaging
(CO3) [Comprehension]

4. Analyse the product's packaging critically in terms of communication, confinement, protection, and ease of use.(Product image given below)

Describe the creative and functional packaging improvements. (CO2) [Comprehension]



PART C

Answer the following question

(1 X 60 = 60M)

5. Submission and Presentation of the packaging design project.

(CO3) [Application]