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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester VI - CD - 2020

Course Code : BDC308

Course Name : Sem VI - BDC308 - Packaging Design

Program : Communication Design

Date : 12-APR-2023

Time : 2:00PM - 3:30PM

Max Marks : 60

Weightage : 30%

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 THE FOLLOWING QUESTION

(1 X 10 = 10M)

1. What are the key elements of successful packaging design? Support your answer with an example.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

2. Explain, how can packaging design be used to create a brand identity and convey a product's value proposition?
(CO2) [Comprehension]
3. What is the impact of packaging design on the environment, and how can designers minimize negative effects?
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

4. Submission and Display of all six design exercises in the packaging design course.
(CO2) [Application]