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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VI - 2020

Course Code : BDP307

Course Name : Sem VI - BDP307 - Color Material Trim Design

Program : BDP

Date : 13-APR-2023

Time : 09:30AM - 11:00AM

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. Using example of 4 products and using your understanding of color, material and finishes (CMF) explain the CMF used in the respective products.

(CO1,CO2) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

2. Explain in detail Color Psychology and the significance of any two colors culturally and emotionally. Elaborate further by giving examples of two brands.

(CO1,CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 30 = 30M)

3. To design a new line of water bottles for a brand that appeals to young and trendy customers. Suggest the suitable CMF Keeping in mind the target audience and describe in detail the color and material used.

(CO1,CO2,CO3) [Application]

