**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023

Semester : Semester VIII - 2022 - 23 - B. Design - 2019   **Date :** 12-APR-2023
Course Code : BFD413   **Time :** 2:00PM - 3:30PM
Course Name : Sem VIII - BFD413 - Design Thinking In Fashion   **Max Marks :** 60
Program : B. Design   **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.

PART A

ANSWER ALL THE QUESTIONS   (5 X 3 = 15M)

1. Why is 'empathy' a central point in Design thinking ?

   (CO1) [Knowledge]

2. Comment on ' Monalisa' painting as contextual or conceptual creation and justify your reasoning.
   (CO1) [Knowledge]

3. Compare ' I have nothing to eat I am hungry' and ' I have Bread to eat but I hate breads' and classify them into problem and inconvinience with justifications.

   (CO1) [Knowledge]

4. Design thinking is fluid--- substantiate the answer.

   (CO1) [Knowledge]

5. How do you observe design flaws? Explain

   (CO1) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION   (1 X 20 = 20M)

6. If you were to design a Medicinal syrup bottle how do you plan designing using design thinking as a tool.

   (CO1) [Comprehension]

PART A

ANSWER THE FOLLOWING QUESTION   (1 X 25 = 25M)

7. Take a case of ' Stray dogs barking in latenight' and offer explanations to design a solution and justify

   (CO2) [Application]