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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester IV - 2021

Course Code : DES2051

Course Name : Sem IV - DES2051 - Simple Product Design

Program : BDP

Date : 13-APR-2023

Time : 09:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

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. How does good design impact our daily lives, and are there any examples of bad design that can be improved upon?

(CO1,CO2) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

2. How can designers identify market gaps and create products that address needs, and what are some potential risks or challenges associated with this approach? with at least 10 doodles?

(CO2,CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

3. How do design specifications help to ensure that products meet certain standards and expectations? What are some potential drawbacks or limitations of relying on specifications alone?

(CO1,CO2) [Application]