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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester IV - 2022 - 23 - B. Design - 2021

Course Code : DES2086

Course Name : Sem IV - DES2086 - Product Representation Techniques

Program : B. Design

Date : 15-APR-2023

Time : 2:00PM - 3:30PM

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. Provide appropriate examples and illustrations for each application of product representation techniques?

(CO2,CO1) [Knowledge]

PART B

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

2. Using brainstorming and doodle tools give a solution for the given scenario.
A company that manufactures kitchen appliances has noticed that there's a growing trend of people wanting to eat healthier and cook their own meals at home. However, most of the current products are geared toward frying and grilling, which are unhealthy.

(CO1,CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

3. With the usage of doodle styles and color variation, techniques give a solution for the scenario?
The new smartwatch has more advanced health monitoring features than any other device on the market. The smartwatch needs to track various health metrics such as heart rate, blood pressure, and sleep patterns with high accuracy. The company wants to differentiate its product from competitors by providing more insightful health data that users can act upon to improve their well-being.

(CO1,CO2) [Application]