PRESIDENCY UNIVERSITY **BENGALURU** 

# SCHOOL OF DESIGN **END TERM EXAMINATION - JUN 2023**

Semester : Semester VI - CD - 2020 Course Code : BDC308 Course Name : Sem VI - BDC308 - Packaging Design Program : Communication Design

### 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 guestion paper other than Roll Number.

### PART A

1. What six characteristics define effective packaging? Give an example of any packaging that, in your opinion, embodies the six traits.

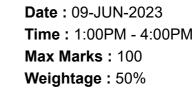
2. What are the six main packaging requirements?

PART B

#### Answer all the questions

3. What is labelling? What constitutes the components of labelling? Explain, how labelling plays an important role in packaging

(CO3) [Comprehension]



Answer all the questions

(2 X 5 = 10M)

(2 X 15 = 30M)

(CO1) [Knowledge]

(CO2) [Knowledge]

**4.** Analyse the product's packaging critically in terms of communication, confinement, protection, and ease of use.(Product image given below )

Dental	Igate cream galicavity Toothpaste 150g	Strong Teeth with Cavity Protection	متعمون معمون مواهم
Colgate Strong Teeth Stogeton	otection Dgate Cream Gride Anticavity Toothpaste 150g	Strong Teeth with Cavity Protection	
	Children under 6 This and use only a  Constant of the second secon	Page Multiper-Pointe (Miller, Speep-Pointe (Miller) Lanard and F.N. Hadranda Samph Landard and the Multiplicity and and the site Register (Friedmann, State) And Andrea Market (State P. 2010) 1154 MIRSON R.P. 1054 Million Market (State P. 2010) 1154 MIRSON R.P. 1054 MIRSON R.P. 1054 MILSON R.P. 1054 MIRSON R.P. 1	Batan Surga day Walti Colgare
Colgate	CALCI-LOCK Protection helps tock calcium in teach and keeps them protect from cavities	Complete all around cavity protection Germ protection Cleaner & whiter teach Fresher breath Plaque removal Healthy gums Cavity Protection Toothpaste	Colgate Strong Teeth and Cavity Potection 15g
Made by– MOHIT SHARMA			

Describe the creative and functional packaging improvements.

(CO2) [Comprehension]

## PART C

Answer the following question

 $(1 \times 60 = 60M)$ 

5. Submission and Presentation of the packaging design project.

(CO3) [Application]