PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023

Semester : Semester II - 2022
Course Code : BSM2020
Course Name : Sem II - BSM2020 - UI UX Design
Program : BSM

Date : 14-JUN-2023
Time : 1.00PM - 4.00PM
Max Marks : 100
Weightage : 50%

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   **(3 X 10 = 30M)**

1. What is mean by Graphic User Interface (GUI) ? Expalin with proper Examples.

(CO1) [Knowledge]

2. What is a User Journey Map? Why is it so Important in UI &UX Design?

(CO1) [Knowledge]

3. What are the different types of window representation in UI Design – Explain with illustration.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 20 = 40M)**

4. Discuss the Different User interface Design Fundamental elements with proper illustration.

(CO3) [Comprehension]

5. Compare the main Difference between User interface and User experience design with proper examples.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   **(1 X 30 = 30M)**

6. How you Design and prototype a website for a client? explain the complete process including Information gathering to Prototyping.

(CO4) [Application]