

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester II - 2022

**Course Code :** DES2087

**Course Name :** Sem II - DES2087 - Fundamentals of Design Thinking

**Program :** BSF

**Date :** 7-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 metaphor ? Explain with two examples.  
(CO2) [Knowledge]
2. Give two examples of Cultural strategies not relevant today and justify  
(CO2) [Knowledge]
3. How cultural heritage can be included in design? Explain with examples.  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X15 = 30M)**

4. Write two examples from ancient times with their strategies designed then and deliberate on similar problems and modern strategies ( DT ) applied.  
(CO2) [Comprehension]
5. 'Design is transforming maximum amount of being into appearing, and appearing into being.--- Justify with three examples  
(CO2) [Comprehension]

## PART C

**ANSWER THE FOLLOWING QUESTION**

**(2 X 20 = 40M)**

6. What is universality for a product/process/activity ? Explain with example.  
(CO2) [Application]
7. What is design evaluation ? Give the parameters based on which design evaluations can be made.  
(CO3) [Application]