PRESIDENCY UNIVERSITY
BENGALURU   **SET A**

SCHOOL OF ENGINEERING
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021   **Date :** 08-JAN-2024
Course Code : CSE3128   **Time :** 9:30AM - 12:30 PM
Course Name : Human Computer Interaction   **Max Marks :** 100
Program : B.Tech.   **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   **5 X 2M = 10M**

1. List different types of long term memory?

(CO1) [Knowledge]

2. Define Cognition

(CO1) [Knowledge]

3. List any 2 disadvantages of High Fidelity Prototyping

(CO1) [Knowledge]

4. Mention the key guiding principles of conceptual design

(CO1,CO2) [Knowledge]

5. Define User Acceptance Testing

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

6. Distinguish between gestalt theory, problem space theory, and analogy in problem-solving

(CO1) [Comprehension]

7. Explain Foley and van Dam four-level approach in detail

(CO2,CO1) [Comprehension]

8. Explain the Conceptual Model along with three perspectives while developing a Conceptual Model

(CO2) [Comprehension]

9. Explain Survey Instruments and Usability Testing

(CO3,CO2) [Comprehension]

10. Explain Speech Recognition, Speech Synthesis and the advantages of Speech Technologies in detail

(CO3,CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   2 X 20M = 40M

11. Case study – "User Interface designing"is a lab based course in presidency university. In User interface designing lab students need to develop User Interfaces for web based project by following all the guidelines and principles of designing interfaces. The evaluation of the interfaces will be done based on interface satisfying all the rules, principles and guidelines of designing interfaces. If the project is unable to satisfy any one of the guidelines or principles it will be rejected.

Assume that you are a student registered for User Interface designing lab course. Suggest the Guidelines which you will follow to make your project successful and mention why those Guidelines are to be followed.

(CO3,CO2) [Application]

12. **Case study** – 'Tourist India' is a tourism website which provides information regarding various tourist places in India. The website wants to make an updation to provide virtual tour of tourist places to their web users. For that an interface development team was selected to design virtual tours. Improving Information Visualization is the main theme of updating the website.

Assume that you are one of the team selected for updating the website. Discuss about various challenges you have to face for improving the information visualization.

(CO3,CO2) [Application]