

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF ENGINEERING
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : CSE3128

Course Name : Sem V - CSE3128 - Human Computer Interaction

Program : B. TECH

Date : 2-NOV-2023

Time : 9:30AM - 11:00AM

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.

PART A

ANSWER ALL THE QUESTIONS

(10 X 1 = 10M)

1. List any two goals of HCI?
(CO1) [Knowledge]
2. List any one difference between rods and cones in human vision
(CO1) [Knowledge]
3. List out the types of Sensory Memory?
(CO1) [Knowledge]
4. List of any one disadvantage of Gestalt Theory?
(CO1) [Knowledge]
5. List out the events associated with Emotions?
(CO1) [Knowledge]
6. List any 2 stages of Normans Model of Interaction
(CO1) [Knowledge]
7. Define Distributed Cognition
(CO1) [Knowledge]
8. Define the Gulf of Execution?
(CO1) [Knowledge]
9. List out the components of External Frameworks?
(CO1) [Knowledge]
10. List any 2 health issues with respect to Ergonomics?
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

11. Distinguish between gestalt theory, problem space theory, and analogy in problem-solving
(CO1) [Comprehension]
12. Define cognition. Explain different Cognitive Frameworks?
(CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

13. Case study – A leading bank wanted to automate its front office management through a website. The front office consists of account maintenance, Loan ledger, and Card maintenance (Credit and debit). The automation system was developed by applying suitable guidelines. Assume that you are one of the designers. As an expert designer, suggest the guidelines you will follow to design an interface and explain why those guidelines are needed.

(CO2) [Application]