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SEAT No. :

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**P7853**

**[6181]-412**

**B.E. (AI & DS)**

**UI/UX DESIGN**

**(2019 Pattern) (Semester-VII) (Elective-IV) (417524C)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) Attempt Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.
- 2) Figures to the right indicate full marks.
- 3) Assume Suitable data if necessary.
- 4) Neat diagram must be drawn wherever necessary.

**Q1) a)** Explain different human considerations in design. **[6]**

b) Explain golden rules of Interface design. **[6]**

c) How to evaluate Interface design? **[6]**

OR

**Q2) a)** Explain with an example Usability testing. **[6]**

b) How do you approach designing for mobile applications? **[6]**

c) What is information architecture and its importance in UI design? **[6]**

**Q3) a)** What is direct manipulation? Explain different advantages and disadvantages. **[6]**

b) Write a short note on-Phrasing the Menu. **[6]**

c) Differentiate between menu bar and toolbar. **[5]**

OR

**Q4) a)** Write a short note on-Interaction with natural language. **[6]**

b) Enlist different interaction styles. **[6]**

c) Explain WIMP in detail. **[5]**

**P.T.O.**

- Q5)** a) Write a short note on-Selection of controls. [6]  
b) Explain drop down and pop up list boxes. [6]  
c) Explain operable controls in detail. [6]

OR

- Q6)** a) What is presentaion control? [6]  
b) Explain individual windows design and multiple windows design. [6]  
c) Explain command menus in detail. [6]

- Q7)** a) What is usability testing? [6]  
b) Explain Cognitive walkthrough in detail. [6]  
c) Explain different challenges for information visualization. [5]

OR

- Q8)** a) Differentiate between usability testing and user testing. [6]  
b) Write a short note on Eye tracking and A/B testing. [6]  
c) Explain Think Aloud protocol in detail. [5]

