

[Total No. of Questions : 4]

SEAT No. :

[Total No. of Pages : 1]

**B.E. (AI & DS) (Insem)**  
**Elective IV- UI/UX Design**  
**(2019 Pattern) (Semester - II) (417524 (C))**

*Time : 1 Hour]*

*[Max. Marks : 30*

*Instructions to the candidates :*

- 1) Answer Q.1 or Q.2, Q.3 or Q.4*
- 2) Neat diagrams must be drawn wherever necessary.*
- 3) Figures to the right indicate full marks.*
- 4) Assume suitable data if necessary.*

- Q1)** a) Differentiate between sensory memory, short term memory and long term memory. [5]
- b) Express your opinion - "A design should be User-Centric" [5]
- c) Describe the relationship between UI and UX with suitable examples. [5]

**OR**

- Q2)** a) Describe the importance of user-centered design as a core pillar of design, and provide examples [5]
- b) Explain the characteristics of graphical and web user interfaces, guidelines, principles and theories of good design [5]
- c) Compare and Contrast any two of the following Invision, Axure, Figma, Flutter and Mockups [5]
- Q3)** a) Compare and contrast direct manipulation interfaces with command-based interfaces. [5]
- b) What are breadcrumbs, and how do they assist in menu navigation? [5]
- c) Explain the visual design principles and their role in creating a good user interface. [5]

**OR**

- Q4)** a) Discuss the importance of understanding users in the UX design process. [5]
- b) Explain the 6 stages of UX design and describe the purpose of each stage briefly. [5]
- c) Explain the importance of user interface and the benefits of good design. [5]