

[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) How can organizations foster a usability-centered design culture? Discuss policies, leadership roles, and team dynamics. [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) Draw and explain the structure of (ANY ONE) in brief: [5]
1. Human eye 2. Human ear
- b) What are the golden rules of interface design, and how can they be applied to enhance user experience? Discuss with examples. [5]
- c) Explain the UI design process with suitable stages and examples. [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) Define direct manipulation in the context of user interface design. [5]
- Compare and contrast direct manipulation interfaces with command-based interfaces.