**[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.***

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| --- | --- | --- |
| ***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]** |