

National Testing Agency

Question Paper Name: Design Spectrum
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Design Spectrum

Group Number : 1
Group Id : 9095829
Group Maximum Duration : 0
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Break time: 0
Group Marks: 100

Design Spectrum

Section Id : 9095829
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 100
Number of Questions to be attempted: 100
Section Marks: 100
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 9095829
Question Shuffling Allowed : Yes

Question Number : 1 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which is the most appropriate definition of art?

- A. Self-expression for creativity
- B. Self-inspiration for mass
- C. Creative Cultural Act for Humanities
- D. Superficial act to impress others

Options :

- 1. A
- 2. B

3. C

4. D

Question Number : 2 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When was art started by Humans?

- A. Modern Time
- B. Post Modern Period
- C. In Digital Era
- D. From Pre-Historic

Options :

1. A

2. B

3. C

4. D

Question Number : 3 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the meaning of Design?

- A. Artificial Intelligence
- B. Act of Doing something in creative manner
- C. Making new products
- D. Doing Nothing

Options :

1. A

2. B

3. C

4. D

Question Number : 4 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the meaning of Bio-mimicry?

- A. Copying Mother Nature
- B. Study Plants
- C. Study Animals
- D. Innovation Inspired by Nature

Options :

1. A

2. B

3. C

4. D

Question Number : 5 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Velcro is widely known example of.....?

- A. Usable solution
- B. Bio-Mimicry
- C. Simple attachment
- D. Creative Idea

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 6 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Art Nouveau was exemplified by.....

- A. Sinuous natural forms
- B. Sinuous unnatural forms
- C. Too much Artistic forms
- D. Forms are Not Define

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 7 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Designer Charles Rennie Mackintosh is known as

- A. A major contributor to the Craft Movement
- B. A major contributor to the Art Movement
- C. A major contributor to the Modernist Movement
- D. A major contributor to the Digital Movement

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 8 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Impressionism turned away from realism to explore.....

- A. Optical Illusion
- B. Visual impression
- C. Cognitive perception
- D. Colour impression

Options :

1. A
2. B
3. C
4. D

Question Number : 9 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Cultural bloom of many styles is known as.....

- A. The Avant Guard
- B. The Pop Art
- C. The Comic Art
- D. The Popular Art

Options :

1. A
2. B
3. C
4. D

Question Number : 10 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Time Period of De Stijl Movement was.....

- A. 1918-1933
- B. 1916-1931
- C. 1917-1931
- D. 1917-1930

Options :

1. A
2. B
3. C
4. D

Question Number : 11 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the most appropriate definition of design in holistic perspectives?

- A. One which produces artefact
- B. One which leads to solution
- C. One which identifies problem
- D. Human actions and intensions creating value

Options :

1. A
2. B
3. C
4. D

Question Number : 12 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which of the following statement about design is true?

- A. It is rigid
- B. It is always an artefact
- C. It never involves human
- D. It flexible

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 13 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which of the following about design as a discipline is NOT true?

- A. It draws from different disciplines
- B. it draws only from the sciences and technology
- C. it is holistic in nature
- D. it is applicable in all different sectors

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 14 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which of the following combinations in design process is TRUE?

- A. Materialise, Object, Analysis
- B. Understand, Understand, Understand
- C. Explore, Empathize
- D. Understand, Explore, Materialise

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 15 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which of the following regarding evolution of design is true?

- A. Design can evolve along arts and aesthetics only
- B. Design cannot evolve at all
- C. Design can evolve along science, technology, arts, architecture
- D. Design need not evolve

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 16 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Structural design or tensegrity is associated with the name of which designer

- A. Michael Foley
- B. Harold Nielson
- C. Buckminster Fuller
- D. Ken Friedman

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 17 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The famous "India Report" for design was written by which designer;

- A. Z Hadid
- B. Charles Eames
- C. Buckminster Fuller
- D. S. Balaram

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 18 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which Designer is known as "Prince of Plastics"?

- A. Karim Rashid
- B. Charles Eames
- C. Paul Rand
- D. Vikas Satwalekar

Options :

1. A
2. B
3. C
4. D

Question Number : 19 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The visual art movement with Merlyn Monroe is attributed to which designer:

- A. Paul Rand
- B. Andy Warhol
- C. M Patel
- D. Z. Hadid

Options :

1. A
2. B
3. C
4. D

Question Number : 20 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The timeless IBM logo was designed by

- A. Andy Warhol
- B. Z Hadid
- C. Paul Rand
- D. Terence Love

Options :

1. A
2. B
3. C
4. D

Question Number : 21 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Art Nouveau started in the Roaring Twenties and :

- A. Characterized by highly stylized, flowing, curvilinear designs often incorporating floral motifs.
- B. It embraced technological progress
- C. It was revolutionary in that it harnessed many design disciplines, such as pottery, and married art and craft with new technology.
- D. It celebrated the potential and dynamism of the modern age.

Options :

1. A
2. B
3. C
4. D

Question Number : 22 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Bauhaus is?

- A. House
- B. School
- C. Design
- D. Motif

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 23 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Arts and craft movement is attributed to the period:

- A. 1850-1915
- B. 1915-1950
- C. 1815-1850
- D. 1918-1919

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 24 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which movement give importance to craftsmanship?

- A. Art Deco
- B. Bauhaus
- C. Art and Craft
- D. Surrealism

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 25 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Who was not the practitioners of Art and Crafts

- A. William Morris
- B. Ludwig Mies van der Rohe
- C. Charles Robert Ashbee
- D. Marinetti

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 26 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

India's first institute of innovation is.....

- A. Elephantiversity Institute of Innovation & Creativity
- B. Elephantiversity Institute of Innovation
- C. Elephantiversity Institute of Innovation and Performing Arts
- D. Elephantiversity Institute of Innovation and Cognitive Psychology

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 27 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Rajiv Gandhi Institute of Creativity comes under the Ministry of

- A. The Union Ministry of MHRD
- B. The Union Ministry of Textile
- C. The Union Ministry of Commerce
- D. The Union Ministry of Science and Technology

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 28 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Union cabinet approved the National Design Policy in.....

- A. January, 2007
- B. February, 2007
- C. May, 2007
- D. December, 2007

Options :

1. A
2. B
3. C
4. D

Question Number : 29 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. A facilitating centre that connects, engages and involves people who provide design, known as.....

- A. Design Meet
- B. Design Club
- C. Design Studio
- D. Design Hubs

Options :

1. A
2. B
3. C
4. D

Question Number : 30 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Solid waste collection & its recycling comes under.....

- A. Smart City Standard
- B. Smart Village Standard
- C. Smart Town Standard
- D. Smart Home Standard

Options :

1. A
2. B
3. C
4. D

Question Number : 31 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Dr. Alexander Hunter founded an art school in

- A. Delhi
- B. Baroda
- C. Mumbai
- D. Madras or Chennai

Options :

1. A
2. B
3. C
4. D

Question Number : 32 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

School of Industrial Art was started in

- A. Kolkata
- B. Mumbai
- C. Baroda
- D. Madras or Chennai

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 33 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Sir JJ School of Art in which year

- A. 1927
- B. 1817
- C. 1907
- D. 1917

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 34 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Mesopotamia civilisation is from

- A. Tutankhamen
- B. Ashoka
- C. Hercules
- D. Sekhmet

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 35 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Indo-European furniture can be divided into two distinct groups

- A. Egyptian and Indian
- B. Portuguese and Dutch
- C. Indian and Mughal
- D. European and American

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 36 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The mark that helps to promote confidence of students, parents, employers and society in the quality of design education known as.....

- A. Design Activity Quality Mark
- B. Design Essential Quality Mark
- C. Design Education Quality Mark
- D. Design Progress Quality Mark

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 37 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

."Design Spine" is known as

- A. Infusing Design in Engineering Education
- B. Infusing Design in Ergonomic Education
- C. Infusing Design in Anthropometric Education
- D. Infusing Design in Agriculture Education

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 38 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Recognizing multifarious design occupations within the design industry is known as.....

- A. Occupational Health Standards for Design
- B. Occupational World Wide Standards for Design
- C. Occupational Standards for Design
- D. Occupational Innovation Standards for Design

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 39 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Representation of any object in wire frame is known as

- A. Construction Method
- B. Construction Drawing
- C. Construction Visualization
- D. Construction Format

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 40 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Free hand Drawing Means.....

- A. Mind Mapping
- B. Making layout
- C. Doodling and Sketching
- D. Making Blur print

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 41 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Zoom in and Zoom out is a term coined by

- A. Don Norman
- B. Rosabeth Moss Kanter
- C. Eva Geisel
- D. Steve Krug

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 42 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Safe point founder..... came up with an auto-disable syringe design which helped to reduce blood born disease transmission.

- A. Bill Buxton
- B. Tim Brown
- C. Laura Klein
- D. Marc Kiosk

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 43 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. When we see at a problem from holistic approach, it is known as

- A. Zoom in
- B. Zoom out
- C. Sequencing
- D. Co-creative

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 44 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A designer gives more effective attention to the small details of his design. This is to:

- A. Thoroughly analyses designs you think are impressive
- B. Zoom
- C. Leave it alone, then return to it and get feedback from others
- D. All of above

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 45 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Velcro was invented by :

- A. Swiss Engineer George de Mestral
- B. German Engineer George de Mestral
- C. French Engineer George de Mestral
- D. Danish Engineer George de Mestral

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 46 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Three components of Indian Culture

- A. Subject, Object & Target
- B. Subject, Object & Context
- C. Subject, Form & Content
- D. Society, Form & Context

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 47 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.Aesthetic is an Important branch of

- A. Visual Culture
- B. Philosophy
- C. Anthropology
- D. Ethnology

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 48 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.Cars manufactured in the United States are difficult to drive on Indian roads. This is mainly due to:

- A. Conflict in population stereotype
- B. Conflict in road structure
- C. Conflict in signage system
- D. Conflict in people's perception

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 49 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.When Automated Teller Machines are designed for the Arabian Countries which MOST important design feature should one emphasize upon:

- A. It should read from right to left
- B. It should read from left to right
- C. It should be in English
- D. It should be legible

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 50 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Red coloured mobile phone would not sell in the Korean market because:

- A. It looks ugly
- B. Red means death in Korea
- C. Red is too bright
- D. Red is not visible to the Korean population

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 51 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A good service design experience is understood by customers in totality on how well everything works together and not on

- A. Stakeholders
- B. Individual touch-points
- C. Silos
- D. Marketers

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 52 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Core service experience can be grouped into three primary spheres. These are

- A. Care, response and access
- B. Customers, designers and providers
- C. Technology, futuristic gadgets and enterprises
- D. Business model, product model and service model

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 53 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. The term 3P in the 3P diagram stands for

- A. Product - Process - People
- B. Production - Process - Profit
- C. People - Planet - Profit
- D. Product – People - Profit

Options :

1. A
2. B
3. C
4. D

Question Number : 54 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A system where consumption rate is increased by creating artificial demand and to meet this production rate is increased is known as

- A. Anthropogenic system
- B. Natural system
- C. Bio system
- D. Sustainable system

Options :

1. A
2. B
3. C
4. D

Question Number : 55 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the concept of 'three levels of product', core product provides

- A. Actual product
- B. Benefits
- C. Quality
- D. Form

Options :

1. A
2. B
3. C
4. D

Question Number : 56 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In Human processor model, information received through sensory stimulus is known as

- A. Cognitive system
- B. Perceptual system
- C. Motor system
- D. Computer system

Options :

1. A
2. B
3. C
4. D

Question Number : 57 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Cells which are highly sensitive to light and allow vision under low level of illumination and are situated towards the edge of the retina are known as

- A. Rod cells
- B. Cone cells
- C. Ganglionic cells
- D. Epithelial cells

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 58 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Ganglionic cells present in the fovea of the retina responsible for early detection of pattern is known as

- A. Y cells
- B. X- cells
- C. Cone cells
- D. Glandular cells

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 59 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Scanning several channels of information to perform a single task is known as

- A. Selective attention
- B. Divided attention
- C. Focused attention
- D. Sustained attention

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 60 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Finish the design means

- A. Vertical object aligned and Horizontal object aligned
- B. Contrasting elements for emphasis
- C. Number of fonts its size and colour
- D. All of above

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 61 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. The goal-oriented process of designing and developing products and/or systems is known as

- A. Science
- B. Engineering
- C. Technology
- D. Design

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 62 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Plasticity is a

- A. Physical property
- B. Manufacturing property
- C. Mechanical property
- D. Chemical property

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 63 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An inorganic, non-metallic material made from the compounds of a metal and a non-metal having partly crystalline or crystalline form is known as

- A. Elastomer
- B. Ceramic
- C. Glass
- D. Composite

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 64 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Glass is

- A. Crystalline
- B. Partly crystalline
- C. Amorphous
- D. Elasto-polymer

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 65 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following can be a correct example of a material for 'Material-based Original Design', where new material influences product development?

- A. Zirconium alloys
- B. Composites
- C. High purity silicon
- D. Fiber reinforced polymers

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 66 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Four types of design defined by Prof. Jorge Frascara| Professor of art & Design, University of Alberta includes:

- A. Design for adding aesthetics.
- B. Design to show off the designer talent.
- C. Design to facilitate life (to do things faster).
- D. Design for social impact.

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 67 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Design balances the need for

- A. Aesthetics, Cost and Usability.
- B. Function and Aesthetics.
- C. Form and Usability.
- D. Form, Function and Usability.

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 68 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Choose the correct sequence of the design process

- A. Design, define, research, prototype, test & refine, deliver and define.
- B. Research, define, design, prototype, test & refine and deliver.
- C. Research, design, prototype, test & refine, deliver and define.
- D. Deliver, design, define, test & refine, prototype, research.

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 69 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Card Sorting is

- A. A game of cards.
- B. A tool for design research.
- C. A sorting of business cards.
- D. A tool for design development.

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 70 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Focus group can help a design researcher to learn about:

- A. User's attitudes, beliefs, desires, and reactions to concepts.
- B. What sequence user will follow to do a task?
- C. How to manufacture a product.
- D. How to design?

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 71 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

During user study, accumulation of human information like age group, gender, profession, experience is known as

- A. Socio-economic study
- B. Social study
- C. Cultural study
- D. Demography

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 72 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the Checklist for Observation Planning, what can be a behavioural attribute

- A. Load and stress
- B. Intended and unintended acts
- C. Complexity
- D. Gestures

Options :

1. A
2. B
3. C
4. D

Question Number : 73 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

While reflecting on the observational tasks, based on background study, general sense and prior experiences, one may create

- A. Hypothetical Activity chart
- B. Focus group activity
- C. Concepts
- D. Embodiment designs

Options :

1. A
2. B
3. C
4. D

Question Number : 74 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In framing questionnaires, what should not be avoided

- A. Questions that influence the subject
- B. Confusing questions
- C. Assumptions
- D. Order of questions that move from behavioural to factual

Options :

1. A
2. B
3. C
4. D

Question Number : 75 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Why Voice of Customers need to be converted into product specifications?

- A. To get intangible solutions
- B. To record subjective needs
- C. To create language of customers
- D. To evolve product characteristics

Options :

1. A
2. B
3. C
4. D

Question Number : 76 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Design methodology means:

- A. Design to engineering detail
- B. Design to value
- C. Design to manufacture
- D. Design to Engineering analysis

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 77 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Design to value are requirements and designs that seek to maximize the value of a design to customers by:

- A. Increasing the value of product by increasing price
- B. A systematic study, design and translation of ideas, user experience, edge over competition
- C. Solving technical problem in the problem
- D. Focus on product feature

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 78 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customer experience is important to understand and satisfy his need by:

- A. Solving his immediate need
- B. Solving his long-term need
- C. An innovative experience though creative problem solution
- D. Technical Considerations

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 79 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Iterative design is a repeated process of quickly implementing designs or prototypes, gathering feedback and refining the design. This is important to achieve:

- A. Perfection the in the overall design outcome
- B. Reliability in the product
- C. Enhanced user experience
- D. Easier to manufacture, assembly on production line

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 80 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Is iteration needed in all the stage of design process:

- A. No
- B. In most of the cases:
- C. In all of the cases
- D. With some of the cases

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 81 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Brand equity is a marketing term that describes as

- A. Brand Manufacturing
- B. Brand value
- C. Brand logistics
- D. Brand value

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 82 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A well-defined and executed brand strategy affects

- A. Consumer needs, emotions, and competitive environments
- B. Technology
- C. Manufacturing
- D. Innovation

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 83 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Four Methods of Strategic Brand Building which doesn't work with

- A. Thinking and Imagery
- B. User Experience
- C. Self-Expression
- D. Manufacturing

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 84 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Strong brand identity does not go with-

- A. Brand Audit
- B. Production
- C. Value Proposition and Messaging Statements
- D. Creative Elements

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 85 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Brand Strategy Decisions

- A. Brand positioning,
- B. Brand name selection,
- C. Brand sponsorship and brand development
- D. All of above

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 86 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The term Design Intent means

- A. Why the design proceeded in the desired way
- B. The documentation of the design
- C. What the designer does in the design process
- D. How the design has evolved

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 87 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The difference between design intent and design methodology can be explained in terms of

- A. Justification of the design decision and design process
- B. Justification of the design decision and why of the design process
- C. Justification of the design decision and what of the design process
- D. Design decision and steps of design

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 88 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Design intent may be recorded and presented linguistically with the help of

- A. Ontologies
- B. Flow charts
- C. Fishbone diagrams
- D. Analogies

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 89 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Information generated by a designer in the form of a set of documents, drawings, models, etc. for communicating with self, clients and makers is known as

- A. Design intent
- B. Design rationale
- C. Design methodology
- D. Design representation

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 90 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Bio mimicry can help express design intent by capturing

- A. The design process
- B. Product form
- C. Tacit knowledge
- D. Properties like rhythm and balance in design

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 91 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Qualitative analysis helps the designers to answer the question

- A. What
- B. How
- C. Why
- D. All three of them

Options :

1. A
2. B
3. C
4. D

Question Number : 92 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which of the design method strongly focuses on the needs of the end users at each stage of the design process

- A. Use centred design
- B. Stage wise design
- C. Focus design
- D. Human centred design

Options :

1. A
2. B
3. C
4. D

Question Number : 93 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which of the following is not major phase of user centred design?

- A. Inspiration
- B. Deliver
- C. Hear
- D. Create

Options :

1. A
2. B
3. C
4. D

Question Number : 94 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Analytic Hierarchy Process is mostly in

- A. Uncertain environment of subjective judgements of decision makers
- B. Certain environment of objective judgements of decision makers
- C. Certain environment of subjective judgements of decision makers
- D. Uncertain environment of objective judgements of decision makers

Options :

1. A
2. B
3. C
4. D

Question Number : 95 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In Quality Function Deployment (QFD), the customers' requirements are aggregated with the help of

- A. Engineering Characteristics
- B. Affinity Diagram
- C. Relationship Matrix
- D. Competitive Assessment

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 96 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which psychology is a school of thought that believes all objects and scenes can be observed in their simplest forms.

- A. Market
- B. Gestalt
- C. Perception
- D. All of above

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 97 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Nonverbal signs can produce many complex symbols and hold multiple meanings.

- A. True
- B. False
- C. Somewhat true
- D. Wrong

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 98 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Pop Art movement refers to the period:

- A. 1928 – 1952
- B. 1958 – 1972
- C. 1968 – 1932
- D. 1932 - 1958

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 99 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The National Stadium of Japan was designed by:

- A. Zaha Hadid
- B. Charles Eames
- C. Frank Lloyd Wright
- D. Marinetti

Options :

- 1. A
- 2. B
- 3. C
- 4. D

Question Number : 100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Designed products, services and user interfaces that are broadly accessible to people with disabilities, older people, young children and everyone else are referred to as:

- A. Universal Design
- B. Value sensitive design
- C. Design to Value
- D. Flat Design

Options :

- 1. A
- 2. B
- 3. C
- 4. D