

# National Testing Agency

**Question Paper Name:** 5266 Design Spectrum 30th June 2019 Shift 1  
**Subject Name:** Design Spectrum  
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**Duration:** 180  
**Total Marks:** 100  
**Display Marks:** Yes

## Design Spectrum

**Group Number :** 1  
**Group Id :** 489994193  
**Group Maximum Duration :** 0  
**Group Minimum Duration :** 120  
**Revisit allowed for view? :** No  
**Revisit allowed for edit? :** No  
**Break time:** 0  
**Group Marks:** 100

## Design Spectrum

**Section Id :** 489994249  
**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:** 489994267  
**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**

The Velcro was invented in the year.....?

- A. 1940
- B. 1941
- C. 1945
- D. 1939

**Options :**

- 1. 1
- 2. 2

3. 3

4. 4

**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**

What is the meaning of Perspective Drawing?

- A. Nature Drawing
- B. Drawing of different objects together
- C. Illustrate dimension through a flat surface
- D. Drawing from space

**Options :**

1. 1

2. 2

3. 3

4. 4

**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 a Linear Perspective?

- A. All unequal lines meet at a single point on the horizon
- B. All parallel lines meet at a single point on the horizon
- C. All curved lines meet at a single point on the horizon
- D. All zigzag lines meet at a single point on the horizon

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

Four-point perspective, also called as:

- A. Infinite-point perspective
- B. Non-infinite-point perspective
- C. Multiple-point perspective
- D. Non-infinite Vanishing-point perspective

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

Isometric Means?

- A. Non-Equal Measure
- B. Multi-Equal Measure
- C. Multi Non Equal Measure
- D. Equal Measure

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Egg Chair was Designed by.....

- A. Arena Jacobsen
- B. Arno Jacobsen
- C. Arne Jacobsen
- D. Arnome Jacobsen

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Globe Chair was Designed by.....

- A. Eeron Aarnio
- B. Eeron Aarnioni
- C. Eero Aarniona
- D. Eero Aarnio

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Between 1919 and 1933 the German school of art and design called.....

- A. The Bauhaus
- B. The Ulm
- C. The Bessel
- D. The New Bauhaus

Options :

- 1. 1

- 2. 2
- 3. 3
- 4. 4

**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 Art Deco movement was Started in Paris in the year.....

- A. 1923
- B. 1924
- C. 1926
- D. 1925

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Bauhaus, Design school in Germany that Combined.....

- A. Craft and Cinematography under one roof
- B. Craft and Art of Metallurgy under one roof
- C. Craft and Fine Art under one roof
- D. Management and Visual Art under one roof

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Which one did primitive men FIRST design for survival?

- A. Boats
- B. Ship
- C. Family
- D. Tools for hunting

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

In the course of human evolution which one is most appropriate?

- A. Man did not change structurally
- B. Man did nothing for himself
- C. Man's purpose changed
- D. Man never helped others

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 regarding design as a profession is true?

- A. Designers always work alone
- B. Designers do not design processes
- C. Designers do not work in manufacturing industries
- D. Designers can identify and solve problems

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 is the correct sequence in design process?

- A. Test, Ideate, Implement, Define, Prototype, Empathize
- B. Define, Empathize, Test, Define, Ideate, Prototype,
- C. Empathize, Define, Ideate, Prototype, Test, Implement
- D. Implement, Test, Prototype, Ideate, Define, Empathize

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

The common link in the evolutionary process for design is:

- A. Machine
- B. Process
- C. Human
- D. Environment

Options :

1. 1
2. 2
3. 3
4. 4

**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**

The nationality of the famous designer Buckminster Fuller was

- A. Indian
- B. American
- C. Canadian
- D. German

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Ottoman lounge chair was designed by which designer

- A. Charles Eames
- B. Z. Hasid
- C. Kari Rashid
- D. Any Warhol

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Karim Rashid the Egyptian Industrial Designer resident in Canada is known for:

- A. Experiential elements in design
- B. Robustness in design
- C. Form and elements in design
- D. Use of steel in design

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Andy Warhol was

- A. Product designer
- B. Furniture designer
- C. Communication designer
- D. Textile designer

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 UPS logo was designed by

- A. Paul Rand
- B. Andy Warhol
- C. Mahendra Patel
- D. Rupesh Vyas

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

"It's important to note that it wasn't a rebellion against machines; it was a desire to bring the then-fading spirit of craftsmanship back to life and master the machines". Which movement?

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

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Le Corbusier thought that buildings should function as

- A. Less is more
- B. Organic Architecture
- C. Technology for people
- D. Machines for living in

Options :

1. 1
2. 2
3. 3
4. 4

**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**

Art Nouveau in French means:

- A. New Art
- B. New Idea
- C. New Technology
- D. New Technique

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Seagram Building in New York

- A. Marinetti
- B. Ludwig Mies van der Rohe
- C. Wei-mar and Dessau
- D. Frank Lloyd Wright

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Stream-lining, Stream-line Modern later branch of Art Deco:

- A. curving forms, long horizontal lines, and nautical elements.
- B. design approaches of buildings, furnishings, and products.
- C. the building's frame, eliminating interior walls
- D. adopting an open plan, and reducing the structure to its bare skin.

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**



The full form of "InDeAs" is .....

- A. India Design Assistant
- B. India Design Association
- C. India Drawing Association
- D. Indonesia Design Association

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

The full form of "ISOLA" is .....

- A. Indian Smart Landscape Architects
- B. Indian Scheme of Landscape Architects
- C. Indian Society of Landscape Architects
- D. Indian Subsidy of Landscape Architects

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 full form of "IIID" is.....

- A. Indian Institute of Information Designer
- B. Indian Institute of Inferno Designer
- C. Indian Institute of Intelligent Designer
- D. Indian Institute of Interior Designer

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

The full form of "PUKAR" is.....

- A. Proprietors for Urban Knowledge, Action and Research
- B. Partners for Urban Knowledge, Action and Research
- C. Possibilities for Urban Knowledge, Action and Research
- D. Parameters for Urban Knowledge, Action and Research

Options :

- 1. 1
- 2. 2

3. 3

4. 4

**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**

The full form of "NIASA" is.....

- A. National Institute for Advanced Studies in Architecture
- B. National Institutions for Advanced Studies in Architecture
- C. National Institutions for Avant-Garde Studies in Anthropometry
- D. National Institute for Advanced Studies in Anthropometry

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

The Art Nouveau designers movement was also adopted in France by

- A. Hector Guimard and Charles Rennie Mackintosh
- B. Duncan Phyfe and Sir Walter Scott
- C. Charles Percier and Pierre Fontaine
- D. Charles Eames

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

\_\_\_\_\_ company, was involved in teaching at various arts and crafts schools in Madras (Chennai), Bombay (Mumbai) and Calcutta (Kolkata).

- A. East India
- B. West India
- C. Central India
- D. South India

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

Vishwa Bharati University in Shantiniketan experimented in trying to revive education in terms of literature, poetry, performing arts, crafts, apparel and even spaces where traditional design methodology could prosper by whom

- A. Walchand Hirachand
- B. Rabindranath Tagore
- C. Arbindranath Tagore
- D. Debendranath Tagore

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Le Corbusier planned and designed which city:

- A. Delhi
- B. Allahabad
- C. Puna
- D. Chandigarh

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Ritu Beri, Ritu Kumar, Rohit Bal, Satya Paul and Tarun Tahiliani are

- A. Professionals
- B. Army personnel
- C. Fashion designer
- D. Craftsman

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Cat Walk is related with .....

- A. Fashion Show
- B. Walk like and Egyptian
- C. Belly Dance
- D. On Stage

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Impressionism is known for .....

- A. Realism
- B. Abstract
- C. Exaggerated Light and Colour
- D. Exaggerated Emotion and feelings

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Visual Dynamics is the part of .....

- A. Information Layout
- B. Graphic Design
- C. Interface Design
- D. New Media

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Design education in India celebrated its golden jubilee in.....

- A. 2010
- B. 2009
- C. 2011
- D. 2012

**Options :**

1. 1
2. 2
3. 3
4. 4

**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

Which year institutions from the private sector entered the field of design education?

- A. 2000
- B. 2010
- C. 2008
- D. 2004

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Eradication of malaria from Northern Ghana failed due to lack of proper .....design for mosquito net dispersal.

- A. Distribution channel
- B. Stakeholders
- C. Cultural consideration
- D. Environmental issue

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Danish innovation and design agency.....worked on improved meal service for seniors which came up later as a Good kitchen design.

- A. Hatch and Bloom
- B. Rosan Bosch
- C. Design Concern
- D. Møller-Jensen

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 a problem with selected details, it is known as

- A. Zoom in
- B. Optimistic view
- C. Disruptive solution
- D. Policies

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Indian washing machine model launched by Whirlpool was labelled as "....." which failed to address the target market, resulting restructuring of business model for the company.

- A. Sari Cycle
- B. Good wash
- C. Save water
- D. Environment friendly

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Identify the spring used in wrist watches:

- A. Serpentine spring
- B. Hair spring
- C. Leaf spring
- D. Torsion spring

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Type Modest Theory, Adornment Theory and Protection Theory come under.....

- A. Why do people decorate their living space?
- B. Why do People Adorn Themselves?
- C. Why do People like to decorate others?
- D. Why do people hate to adorn themselves?

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

The word "Value" is derived from the Latin Root.....

- A. Volere
- B. Valomi
- C. Valere
- D. Velore

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Switches in down ward direction are ON in India but indicate OFF position in some countries, this is an example of:

- A. Population Stereotype
- B. Population culture
- C. Population behaviour
- D. Compatibility

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

To make pictograms universal in user manuals the best orientation would be:

- A. Horizontal
- B. Vertical
- C. Diagonal
- D. Circular

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

When baby foods were sent to Africa from the developed world they were not accepted because:

- A. Africans hate developed world
- B. Africans perceived the photograph of the baby on the container as the dead body of the same
- C. Africans thought they were body powder
- D. Africans perceived them as poison

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Tool in service design which helps to understand people in different areas of an organization, where their part of the whole is known as

- A. Empathy mapping
- B. Customer Journey map
- C. Ecosystem mapping
- D. Blueprint

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Addition of value to an invisible service can be made by following

- A. Evidencing approach
- B. Co-creative approach
- C. Holistic approach
- D. Sequencing approach

**Options :**

1. 1
2. 2



3. 3

4. 4

**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 intersection of People, Plant and Profit in 3P diagram leads to

- A. Sustainability
- B. Equitability
- C. Bearability
- D. Viability

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

In the concept of 'three levels of product', what is not provided by Augmented Product

- A. Customer Care
- B. Benefits
- C. Services
- D. Warranties

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

If various stages of Product Life Cycle are:

I: Launch; II: Development; III: Maturity; IV: Growth

then, find the correct order.

- A. I-II-III-IV
- B. II-I-III-IV
- C. II-I-IV-III
- D. I-III-II-IV

**Options :**

1. 1

2. 2

3. 3

4. 4

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

Ganglionic cells distributed in the retina responsible for early detection of movement are known as

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

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

If a message calls for immediate action, what type of presentation is appropriate?

- A. Visual
- B. Tactile
- C. Auditory
- D. Haptic

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Attention for prolong period in order to detect infrequent occurring of signal is known as

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

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Cells of the retina responsible for colour vision is known as

- A. Bipolar cells
- B. Somatic cells
- C. Rod cells
- D. Cone cells

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Design enhance when

- A. Use one font, case, size and colour for headers
- B. one set the type attributes for different parts of design
- C. All of above
- D. None of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

A system that works on feedback is known as

- A. Monitoring system
- B. Control system
- C. Monitor and Control-based system
- D. Feedforward system

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

A natural or synthetic polymer having elastic properties is known

- A. Thermoplastic
- B. Thermoset
- C. Copolymer
- D. Elastomer

Options :

- 1. 1
- 2. 2

3. 3

4. 4

**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**

Which of the following factors would not influence a designer to decide on the material to make a product?

- A. Material grain size and shape
- B. Manufacturing process
- C. Cost
- D. Aesthetics

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

A system of parts that transforms input forces and movement into a desired set of output forces and movement is called

- A. Servo system
- B. Engine
- C. Drive
- D. Mechanism

**Options :**

1. 1

2. 2

3. 3

4. 4

**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**

A simple machine that has fulcrum at one end and effort on the other with load at the centre is called as

- A. Inclined plane and wedge
- B. Class I Lever
- C. Class II Lever
- D. Class III Lever

**Options :**

1. 1

2. 2

3. 3

4. 4

**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 is for adding aesthetics.
- B. Design to support life (Save and Protect life).
- C. Design to show off the designer talent.
- D. Design for social impact.

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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 activity is focused first and foremost on:

- A. Designer quality and their quality of life.
- B. Designer behavior and human behaviour.
- C. Quality of life and designer behaviour.
- D. Human behaviour and quality of life.

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

In design process what step come after "Define"

- A. Research
- B. Design
- C. Deliver
- D. Test and refine

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Human-centered design can help:

- A. The human to earn more money.
- B. To make human better.
- C. The organization to connect better with the people they serve.
- D. To connect human to human.

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

What?, How? and Why? is a tool:

- A. To audit a design proposal.
- B. That can help designer drive to deeper levels of observation about the user in their context.
- C. To write a design proposal for the client.
- D. How to design?

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

Which of the following is not a method to handle observation?

- A. Hierarchy of steps
- B. Shadowing
- C. Photo diary
- D. Ethnography

**Options :**

1. 1
2. 2
3. 3
4. 4

**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 Hypothetical Activity Chart, the sub problems are classified with respect to

- A. Observations
- B. Checklists
- C. Users
- D. Products

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

The focus of unstructured interviews is to elicit

- A. Quantitative information
- B. Qualitative information
- C. Both quantitative and qualitative information
- D. Limit distractions

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Subjective design needs are converted to precise targets with the help of

- A. Voice of Customers
- B. Ideation
- C. Design brief
- D. Product attributes

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Which of the following is not a method of conducting user trials?

- A. Product mock-ups
- B. Drop test
- C. Dirty prototypes
- D. Low fidelity prototypes

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Universal design caters to whom:

- A. People with disabilities
- B. People in all regions
- C. Male/Female
- D. All of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Emergent Design: A design that evolves according to need or the creative input of a:

- A. A defined user group
- B. Community
- C. Individual
- D. Family

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

What all method to capture accurate need of a community:

- A. Market research in specific region
- B. User Research in specific region
- C. Surveys in different regions
- D. Focus on individual need

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Design methodology refers to the development of a system or method for a unique situation. The term is most often applied to:

- A. Technological fields in reference to web design,
- B. Software or information systems design
- C. Product Design
- D. All of above



**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

All interactions of a customer with a brand is called

- A. Steps
- B. Moments
- C. Stakeholders
- D. Touch points

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

The leader in athletic performance apparel and shoes

- A. Nike
- B. Coca cola
- C. Apple
- D. Samsung

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

The Apple brand aims to make people's lives

- A. Difficult
- B. Complex
- C. Ease
- D. Satisfied

**Options :**

1. 1
2. 2
3. 3
4. 4

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

Visual elements are

- A. photography
- B. color
- C. graphics and typography
- D. All of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

A signature

- A. "distinctive pattern, product or characteristic by which someone or something can be identified."
- B. A signature brand is an original, cohesive design based on the personality of a company
- C. The personality of a company that is carried across all print, digital and web communications
- D. All of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 designers works with

- A. design department
- B. organization's brand strategy and marketing department
- C. All of above
- D. None of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

. Design rationale and design intent implies respectively

- A. What and how of the design process
- B. What and why of the design process
- C. Why and how of the design process
- D. Why and what of the design process

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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 source of design intent is

- A. Design features
- B. Product attributes
- C. Product elements
- D. Design knowledge

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

Which one of the following is the symbolic form of design intent?

- A. Ontologies
- B. Algorithms
- C. Customer requirements
- D. Analogies

**Options :**

- 1. 1
- 2. 2
- 3. 3
- 4. 4

**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**

If a designer captures the design intent with the help of prototype, the knowledge representation form would be

- A. Pictorial
- B. Symbolic
- C. Virtual
- D. Linguistic

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

The process of generating new designs by imitating the natural phenomenon is called

- A. Bio design
- B. Bio Intent
- C. Bio mimicry
- D. Biotech

**Options :**

1. 1
2. 2
3. 3
4. 4

**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**

During design interpretation, Quantitative analysis helps the designers to understand the following of the design

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

**Options :**

1. 1
2. 2
3. 3
4. 4

**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 following is not a Qualitative analysis method?

- A. Interview
- B. Survey
- C. Focus groups
- D. Observations

**Options :**

1. 1
2. 2
3. 3
4. 4

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 a lens of Human centered design?

- A. Sustainability
- B. Desirability
- C. Feasibility
- D. Viability

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

. Design of a product to make it usable and accessible to a broad range of people, without any need for adaptation is known as

- A. Assistive design
- B. User centered design
- C. Use design
- D. Universal design

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

The basic principle of TOPSIS is that the best concept should have

- A. The largest distance from the positive ideal solution and the negative ideal solution
- B. The shortest distance from the positive ideal solution and the negative ideal solution
- C. The shortest distance from the positive ideal solution and the farthest from the negative ideal solution
- D. The largest distance from the positive ideal solution and the shortest from the negative ideal solution

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

The name of Harley J Earl is associated with:

- A. Father of automotive design
- B. Father of product design
- C. Father of aeroplane design
- D. Father of communication design

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Semantics Means

- A. is the study of meaning
- B. It focuses on the relation between signifiers, like words, phrases, signs, and symbols and what they stand for, their denotation
- C. the study of meaning that is used for understanding human expression through language.
- D. All of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

Spoken language is based upon:

- A. fundamental letters
- B. sounds
- C. grammar
- D. All of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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 Six Elements of Arts are:

- A. Similarity, Continuation, Closure, Proximity, Figure & Ground
- B. Line, Shape, space, Value, Form and Texture
- C. Unity, Variety, Emphasis, Rhythm & Movement, Balance, Pattern, and Proportion
- D. All of above

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4

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

A target market is a defined group most likely to buy a company's product or service.

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

Options :

- 1. 1
- 2. 2
- 3. 3
- 4. 4