



	InSem Examination-IISummer2024		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:II	
	Name of Programme:MCA	Pattern:2022	
	Name of Course:UI/UX Design	Course Code:MCA222005	
	Max. Marks:30	Duration:1	

	<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains _01_page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li></ol>	
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**Question No. 1 Attempt following Question**

- a) Discuss the role of thinking and emotion in user experience (UX) design. (8) CO1

**OR**

- b) Can you explain the concept of user experience (UX) and its significance in interactive system design? (8) CO1
- c) What are the characteristics of graphical and web user interfaces that contribute to a positive user experience? (7) CO1

**OR**

- d) What are the emerging trends in user experience (UX) design? (7) CO1

**Question No. 2 Attempt following Question**

- a) Describe the term of pillars of design. (8) CO4

**OR**

- b) Describe practical measures of usability and objective measures of usability (8) CO4
- c) List and brief principles to support usability. (7) CO4
- OR**
- d) Explain Golden rules of interface design (7) CO4

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