K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

InSem Examination-IISummer2025	
Exam Seat No.:	
Academic Year:2024-2025	Semester:VI
Class:TY	Program:B.Tech
Branch Code:ADS/COM	Pattern:2022
Name of Course:User Interface and User Experience Design	Course Code:COM223014(A)
Max. Marks:30	Duration:1.15 Hrs.

Instructions: 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.

1. This question paper contains 01 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Marks CO

Question No. 1

1 a)	Explain the role of different human memory in designing effective user interfaces.	(4)	CO1
1 b)	Classify between User Interface (UI) and User Experience (UX).	(3)	CO1

Question No. 2

2 a)	Describe the evolution of interface design, highlighting key milestones from the early command-line interfaces to modern touch-based systems.	(4)	CO1
2 b)	Discuss the importance of visual communication in interface design. How does it affect user understanding and interaction?	(4)	CO1

Group OR

2 c)	Explain the difference between formal and active elements in interface design. Provide examples of each and discuss their roles in creating an effective UI.	(4)	CO1
2 d)	Describe wireframes and mockups. How does each contribute to the UI/UX design process?	(4)	CO1

Question No. 3

3 a)	Discuss the importance of understanding your users when designing a user experience. How can user research influence design decisions?	(4)	CO2
3 b)	Classify good and poor design with examples.	(3)	CO2

Question No. 4

4 a)	Discuss about universal usability and also its principles.	(4)	CO2
4 b)	Describe the steps involved in developing and releasing a UX design. How does each step ensure the success of the design?	(4)	CO2

Group OR

4 c)	Discuss the concept of user experience (UX). Why is it critical in modern design processes?	(4)	CO2
4 d)	Describe the six stages of UX design.	(4)	CO2

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