

Total No. of Questions : 8]

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SEAT No. :

[Total No. of Pages : 2

[6181]-412

B.E. (AI & DS)

UI/UX DESIGN

(2019 Pattern) (Semester-VII) (Elective-IV) (417524C)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.
- 2) Figures to the right indicate full marks.
- 3) Assume Suitable data if necessary.
- 4) Neat diagram must be drawn wherever necessary.

- Q1)** a) Explain different human considerations in design. [6]
b) Explain golden rules of Interface design. [6]
c) How to evaluate Interface design? [6]

OR

- Q2)** a) Explain with an example Usability testing. [6]
b) How do you approach designing for mobile applications? [6]
c) What is information architecture and its importance in UI design? [6]

- Q3)** a) What is direct manipulation? Explain different advantages and disadvantages. [6]
b) Write a short note on-Phrasing the Menu. [6]
c) Differentiate between menu bar and toolbar. [5]

OR

- Q4)** a) Write a short note on-Interaction with natural language. [6]
b) Enlist different interaction styles. [6]
c) Explain WIMP in detail. [5]

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- Q5)** a) Write a short note on-Selection of controls. [6]
b) Explain drop down and pop up list boxes. [6]
c) Explain operable controls in detail. [6]

OR

- Q6)** a) What is presentaiton control? [6]
b) Explain individual windows design and multiple windows design. [6]
c) Explain command menus in detail. [6]

- Q7)** a) What is usability testing? [6]
b) Explain Cognitive walkthrough in detail. [6]
c) Explain different challenges for information visualization. [5]

OR

- Q8)** a) Differentiate between usability testing and user testing. [6]
b) Write a short note on Eye tracking and A/B testing. [6]
c) Explain Think Aloud protocol in detail. [5]