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DCPD604

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VI Semester B.V.A. (Theory) Degree Examination, June/July - 2026

PRODUCT DESIGN

**Theory of Design
(NEP Scheme)**

Time : 2½ Hours

Maximum Marks : 60

SECTION - A

(MCQs)

Attempt All questions.

(10×1=10)

1. The principle of closure means :
 - a) Objects close to each other are grouped
 - b) Incomplete forms are perceived as complete.
 - c) Similar items are grouped
 - d) Foreground - background separation.
2. Which needs comes immediately after physiological needs in Maslow's hierarchy?
 - a) Esteem
 - b) Love and belonging
 - c) Safety
 - d) Self - actualisation.
3. Ergonomics mainly improves :
 - a) User comfort and efficiency.
 - b) Product colour
 - c) Marketing value
 - d) Packaging.



[P.T.O.]



4. Human factors engineering studies :
 - a) Machine design only
 - b) Human limitations and abilities.
 - c) Raw materials
 - d) Industrial processes.
5. Theory of things helps designers understand :
 - a) Emotional value of objects
 - b) Manufacturing cost
 - c) Market size
 - d) Sales strategy
6. Environmental psychology is concerned with :
 - a) Human behaviour in environments
 - b) Construction techniques
 - c) Engineering drawing
 - d) Manufacturing.
7. Crowded spaces often lead to :
 - a) Increased comfort
 - b) Reduced stress
 - c) Psychological discomfort.
 - d) Better focus
8. Which is qualitative research method in design?
 - a) Surveys
 - b) User interviews
 - c) Statistics
 - d) Market reports



9. Cultural factors in design influence :
- User behaviour and preferences
 - Machine speed
 - Raw materials only
 - Cost estimation.
10. Indian design context reflects :
- Local traditions and needs
 - Foreign culture only
 - High-end luxury
 - Automation only

SECTION - B**(Short answers)****Answer any Five questions .****(5×4=20)**

- Define Gestalt theory in your own words.
- Explain the interconnectedness of design research and design practice.
- What is a crowded space? How does it affect users?
- Write short notes on environmental psychology.
- What are cultural factors in design? Give two examples.
- What is meant by design in Indian context?

SECTION - C**(Long Answers)****Attempt any Three questions.****(3×10=30)**

- Explain the connection between design, art and sciences with suitable examples.
- Discuss areas of research in environmental psychology and their relevance in design.
- Explain design research : meaning, types and common methodologies with examples.
- Describe personal space and social factors and explain their role in spatial and product design.

