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Reg. No.

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VII Semester B.V.A. Degree Examination, April/May - 2024

GRAPHIC AND COMMUNICATION DESIGN

Design Management

(Non-NEP CBCS Scheme)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer All questions as instructed. Use illustration and diagrams wherever applicable.

SECTION - A

Answer any Five questions.

(5×2=10)

1. What is a trademark?
2. What is agenda?
3. What are the four P's of marketing mix?
4. What is ISO?
5. What is role playing?
6. What is USP of a product?
7. Expand SWOT.

SECTION - B

Answer any Five questions.

(5×4=20)

1. Explain Design process.
2. What is the role of a Design manager?
3. What is the importance of Design strategy?
4. What is marketing mix?
5. How does a design firm pitch for business?
6. Explain why design firms work best when there is structure. Guidance and leadership?
7. What is the benefit of culture of innovation through design?

[P.T.O.]



SECTION - C

Answer any Three questions.

(3×8=24)

1. Which forms of market research helps designers to better understand the target audience?
2. Explain whole brain thinking
3. How the design assets can be exploited and protected?
4. Why Global design guidelines are important?
5. What is the difference between a product and a brand?

SECTION - D

Write short notes on any Two.

(2×8=16)

1. Design management Staircase.
 2. Advantages and disadvantages of In house vs external design terms.
 3. Importance of translating global design into local design.
 4. Importance of a Design Audit.
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