

CBCS SCHEME

BCS456C

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Question Paper Version : A

Fourth Semester B.E./B.Tech. Degree Examination, June/July 2026 UI/UX

Time: 1 hr.

Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the **fifty** questions, each question carries one mark.
2. Use only **Black ball point pen** for writing / darkening the circles.
3. For each question, after selecting your answer, **darken the appropriate circle corresponding to the same question number on the OMR sheet.**
4. Darkening two circles for the same question makes the answer invalid.
5. **Damaging/overwriting, using whiteners** on the **OMR** sheets are strictly prohibited.

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1. What is the usability primarily concerned with?
 - a) Aesthetic
 - b) Functionality
 - c) Ease of use
 - d) Branding
 2. _____ plays a role to bridge up the gap between the interfaces of machine and human understanding
 - a) Human
 - b) Human compute interaction
 - c) Computer
 - d) None of the above
 3. What does "UX" stands for in web design?
 - a) User experience
 - b) Universal experience
 - c) User expertise
 - d) Universal expertise
 4. What is the main goal of UX design?
 - a) Maximize user satisfaction
 - b) Creating visually appealing product
 - c) Reducing development cost
 - d) Enhancing brand recognition

5. What is the primary difference between usability and UX?
 - a) Usability concerned with aesthetics, while UX is not
 - b) Usability focus on ease of use, while UX includes emotional reasons
 - c) UX only applied to digital product, while usability applies to all the product
 - d) Usability includes branding, while UX not
6. What is needed to design a system the will fulfill user and customer goals?
 - a) Requirements
 - b) Software's
 - c) Computers
 - d) Planning
7. Which of the following is output from possible requirement extraction process
 - a) Questions about missing data
 - b) Taking requirements back to customers and users for validation
 - c) Resolve organizational, sociological and personal issues with customer
 - d) All of these
8. Crafting a Point of View (POV) requires 3 key elements except the
 - a) Design
 - b) User
 - c) Insight
 - d) Need
9. Detailed formal requirements cannot ever be 100% correct
 - a) True
 - b) False
10. Create a plan to gather emotional feedback from users of a new application is by
 - a) Conduct Performance Testing
 - b) Perform code reviews
 - c) Increase marketing efforts
 - d) Implement user surveys and feedback forms
11. What are the steps of the design thinking process?
 - a) Understand – Draw – Ideate – Create – Test
 - b) Empathies – Define – Ideate – Prototype – Test
 - c) Empathies – Design – Implement – Produce – Test
 - d) Understand – Define – Ideate – produce – Try
12. Which stage of design thinking involves understanding the needs of users?
 - a) Ideation
 - b) Prototyping
 - c) Empathies
 - d) Define
13. Ecological design perspective is about ____
 - a) How the system or product works within its external environment
 - b) How users operate the system or product
 - c) Emotional impact
 - d) Value sensitive aspect of design
14. Which of the following is not a characteristics of design thinking?
 - a) Iterative
 - b) Human –centered
 - c) Collaborative
 - d) Linear process

15. Which of the following is important while constructing the primary persona?
a) Specificity b) Accuracy c) Simplicity d) None of these
16. Design thinking typically helps in _____
a) Innovation
b) Data analytics
c) Financial planning
d) Operational efficiency
17. A mental model is an explanation of some one's thought process about how something works in the real world".
a) True b) False
18. Which of the below firm is associated the most with design thinking?
a) Ikea b) Ikei c) Idea d) Ideo
19. Pixel – perfect mockup of the graphical skin for look and feel appearance is
a) Visual comp
b) Visual design
c) Wire frames
d) All of these
20. Unfinished looks during early stages of design without any visual content s are called
a) Visual design
b) Prototypes
c) Wireframes
d) All of these
21. A _____ is a usage attribute to be assessed in evaluating a _____
a) UX goal, UX measure
b) UX measure, UX goal
c) UI measure, UI goal
d) UI goal, UI measure
22. Primary purpose of wire framing in web design is
a) To create fully functional web pages
b) To outline the layout and structure of web pages
c) To optimize website performance
d) To design engaging animations and transitions
23. UX goals are
a) High level objectives
b) Anticipated user experience
c) Driven by business goals
d) All of these
24. Wireframes can be built using
a) iworkpages b) keynote c) MS-word d) All of these
25. UX measure is the general user experience characteristic to be measured with respect to usage of interaction design
a) True b) False

26. UX targets based on
- a) Observable user performance
 - b) User opinion and satisfaction
 - c) Both of these
 - d) None of the above
27. Which of the following are objective UX measures
- a) Long- term user satisfaction
 - b) First impression
 - c) Last impression
 - d) Initial performance, learn ability, retainability
28. Time to complete task 1, number of errors made by the user, time spent errors and recovery commands are examples of
- a) UX metrics
 - b) UX goals
 - c) UX targets
 - d) None of these
29. Constraints are
- a) Design
 - b) Requirements
 - c) Testing
 - d) Usability
30. Which methods are heavy weight processes that required enormous investment of time money and personnel?
- a) Object-oriented
 - b) Agile
 - c) Waterfall
 - d) All of these
31. Prototype is a mechanism which offers design teams to observe something about
- a) Evaluating ideas
 - b) Weighting alternatives
 - c) Seeing what works and what not
 - d) All of these
32. Which prototype is effective in demonstrating the product concept and conveying an early product overview?
- a) Horizontal prototype
 - b) Vertical prototype
 - c) Upper prototype
 - d) None of these
33. A prototype gives you something to evaluate before you have to commit resources to build the real thing
- a) True
 - b) False
34. Paper prototypes are early versions which are just about
- a) Interaction not functionality
 - b) No use of real widgets
 - c) Can act as a coding blocker
 - d) All of these
35. Which prototype support realistic user experience evaluation?
- a) Horizontal prototype
 - b) Vertical prototype

36. Which prototypes are not faithful representations of detail look, feel and behaviour?
- a) Horizontal prototype
 - b) Vertical prototype
 - c) Low fidelity prototype
 - d) High fidelity prototype
37. Tool to make computer printable screens are
- a) OmniGraffle
 - b) Keynote
 - c) Acrobat reader
 - d) WinZip
38. A prototype which gives more detailed representation of design, appearance, behavior
- a) Horizontal prototype
 - b) Vertical prototype
 - c) Low fidelity prototype
 - d) High fidelity prototype
39. Communication, coordination and synchronization are important in SE – UX
- a) True
 - b) False
40. UX people are constantly iterating even after last usability testing session
- a) True
 - b) False
41. Smith and Mosier of Mitre corporation developed 944 _____ guidelines for test based user interface for the US Air force
- a) Requirement
 - b) Design
 - c) Testing
 - d) Interface
42. Which memory is one of the few areas of psychology that has solid empirical data supporting knowledge in UX design?
- a) Short memory
 - b) Sensory memory
 - c) Human memory
 - d) Working memory
43. Information stored in short-term to long-term memory by _____
- a) Learning
 - b) Transferring
 - c) Updating
 - d) All
44. Memory that allows us to integrated the fast moving sequences is _____
- a) Sensory memory
 - b) Short memory
 - c) Chunking
 - d) Stacking

45. _____ is the load on working memory at a specific point in time
- a) Sensory load
 - b) Working memory
 - c) Chunking
 - d) Cognitive load
46. Which of the following is all time favorite UX design guideline
- a) Be consistent
 - b) Means should be less
 - c) Keep it simple
 - d) Add colours
47. In which stage of interaction cycle has details of “User task progress”?
- a) Physical actions
 - b) Translation
 - c) Planning
 - d) Assessments
48. Design issues related to Fitt’s law are about
- a) Movement distances
 - b) Mutual object proximities
 - c) Target object sizes
 - d) All of these
49. Physical actions in UI design include
- a) Hand movement, leg and body movement
 - b) Typing, clicking, dragging, scrolling
 - c) Speaking, Walking in virtual environment, moving hand in gesture interaction, gazing with eyes
 - d) both b and c
50. Simplest view of the interaction cycle involves
- a) Planning, translation, physical action
 - b) Outcomes, assessments
 - c) Interfaces, Testing
 - d) Both a and b

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