QP CODE: D3BMM2401	**(Pages: 2)**	**Reg. No**	**: .....**
		Name	**: .....**

THIRD SEMESTER FYUGP EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Course - Minor

BMM3MN201 : UX/UI Designing

(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	What is the first stage of the UX Design Process?	BL1	CO1
2.	What is 'Visual Hierarchy'?	BL1	CO5
3.	List two research methods used to understand user needs.	BL1	CO1, CO2
4.	What is the primary focus of a wireframe?	BL2	CO3
5.	What is User Experience (UX) Design?	BL1	CO1
6.	What is a usability test finding?	BL1	CO4
7.	What are 'Constraints' in design?	BL1	CO1, CO5
8.	Give one advantage of a responsive website over a native mobile app.	BL2	CO1, CO5
9.	What does HTML stand for?	BL1	CO1
10.	What does 'fidelity' mean in the context of wireframing and prototyping?	BL1	CO1, CO3

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	How do Mental Models influence the design of digital products? Why is it crucial for UX designers to study them?	BL4	CO1
12.	Explain any four core elements that define a good user experience.	BL2	CO1, CO6
13.	Describe the role of UI elements and widgets in an interface. What makes them effective?	BL2	CO3

(PTO)

14.	Differentiate between a product that is 'Useful' and one that is 'Usable'. Can a product be one without the other?	BL4	CO1, CO5
15.	What is the role of a domain name system (DNS) in launching a website?	BL2	CO1, CO3
16.	Explain the roles of a UI designer and a web developer in building a web page.	BL2	CO3, CO6
17.	What criteria would you use to evaluate and compare three different design concepts for a mobile app?	BL3	CO1, CO3, CO5
18.	How do brand guidelines contribute to a better user experience?	BL4	CO1, CO5
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	Create a comprehensive usability test plan for a new feature in a mobile banking app that allows users to split a bill with friends.	BL3	CO3, CO4
20.	You are a designer who needs to pitch the final design for an e-commerce mobile app to a skeptical client. Create a detailed outline for your presentation, focusing on how you would justify your design choices and build the client's confidence.	BL3	CO3, CO5, CO6
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		