


Name:	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
Enrolment No:	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: Digital Design and Communication**

**Program: BBA-E-Business**

**Course code: MKTG2014**

**Instructions: Read Question Paper Carefully Before Attempting.**

**Semester: 3rd**

**Time: 03 Hours**

**Max. Marks: 100**

**SECTION A ( 20 Marks)**

Q1	What is the root command in HTML ?	2 Marks	CO1
Q2	What is the importance of developing Use Cases for Digital Design ?	2 Marks	CO1
Q3	What is understood by H1 , H2 .... H6 in Header for a website ?	2 Marks	CO1
Q4	Explain Hicks Law with illustrative Example.	2 Marks	CO1
Q5	Explain Von Restroff Effect ? With Illustrative Example.	2 Marks	CO1
Q6	What is the Syntax for adding a website link in HTML ?	2 Marks	CO1
Q7	What is the importance of Wireframes for Digital Design ?	2 Marks	CO1
Q8	State the importance of Branding for Digital Design ?	2 Marks	CO1
Q9	What is understood by   in HTML ?	2 Marks	CO1
Q10	Explain Serial Position Effect ? with Illustrative Example.	2 Marks	CO1

**SECTION B ( 20 Marks)**

Q11	Elaborate on the importance of user psychology in conjunction with Digital Design ?	5 Marks	CO2
Q12	What is the Full Form of HTML give a brief about the usage of HTML for Development of Website ?	5 Marks	CO2
Q13	In Website Design Parlance Explain Adaptive and Responsive Design ?	5 Marks	CO2
Q14	What Do you Understand by SEO ? highlight the importance of Tags and Meta Tags with providing suitable example ?	5 Marks	CO2

**SECTION-C ( 30 Marks)**

Q15	Draw the website wireframe for your Class Memoir Website and state its features and functionality ? Draw an Empathy Map for a Student who has to decide on Profession after Graduation ?	10 Marks	CO3
Q16	Using Proper Etiquettes: Draft 2 emails Formal – a) To the Course Coordinator stating reason for absence from Class. In-formal b) To a long time school friend whose email ID you just found out.	10 Marks	CO3
Q17	Create 5 User Type Cases for a E-commerce Website used primarily by Women in the age bracket of 30 to 55 Years	10 Marks	CO3

**SECTION-D ( 30 Marks)**

Q18	What is understood by Mental Model gap? Elaborate on different work models employed by designers to better understand : Work ,Work Environment, Process and Business Models ?	<b>15 Marks</b>	<b>CO4</b>
Q19	What role does Design play in Data Visualization? - Explain in detail along with examples – elaborating the role of Design vis a vis Data and List in Detail the 7 basic Principles of Gestalt – Principal of Visual Perception, with illustrative examples?	<b>15 Marks</b>	<b>CO4</b>