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Question Paper Version : A

Fourth Semester B.E./B.Tech. Degree Examination, June/July 2025
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 a key component of usability in user experience design?
a) Aesthetics b) Time on Task c) Cost d) Marketing strategy
 2. What does a requirements specification typically include?
a) Marketing materials b) Design ideas and Prototypes
c) A formal written document detailing requirements
d) User feedback forms
 3. What does the term usability refer to when used by itself?
a) Visual design of the interface
b) The pragmatic and non emotional aspects of user experience
c) Workflow activity analysis diagram
d) Work analysis affinity diagram
 4. What does the acronym UX stand for?
a) User experience b) User Xperience
c) Ultimate experience d) User exchange
 5. What is the purpose of the flow model in the contextual analysis?
a) To develop marketing materials b) To understand user work and needs
c) To code the software d) To test the system
 6. What should a requirement statement in a requirements document typically include?
a) Marketing objectives b) User testimonials
c) A rationale statement and possibly a note d) A summary of design ideas

7. Which term describes a democratic process for design entailing user participation in design for work practice?
 - a) Engineering design
 - b) Participatory design
 - c) Phenomenological design
 - d) Interaction design
8. How can you document design ideas generated from requirements?
 - a) In the marketing plan
 - b) Directly on the WAAD
 - c) In financial analysis
 - d) As user testimonials
9. What does the acronym WASD stand for?
 - a) Work activity affinity diagram
 - b) Work affinity activity diagram
 - c) Work flow activity analysis diagram
 - d) Work analysis affinity diagram
10. What should be the primary outcome of contextual inquiry?
 - a) A marketing plan
 - b) An accurate picture of the users work domain
 - c) Financial analysis
 - d) Coding specifications
11. What is the primary purpose of sketching in the design process?
 - a) To finalize design specifications
 - b) To create polished artwork
 - c) To explore and communicate ideas quickly
 - d) To implement the final design
12. Which phase of design thinking involves narrowing down ideas to the most feasible and effective solutions?
 - a) Ideation
 - b) Prototyping
 - c) Testing
 - d) Synthesis
13. Which tool is often used in ideation phase to generate a broad set of ideas?
 - a) Brain storming
 - b) Usability testing
 - c) Prototyping
 - d) Implementation
14. Which paradigm views design as a process that must consider the whole body and spirit not just interactions through a key board.
 - a) Engineering paradigm
 - b) Human information processing
 - c) Design thinking paradigm
 - d) Cognitive science paradigm
15. What is a wireframe in the context of web design?
 - a) Detailed color layout of a web page
 - b) Skeletal outline of a web page layout
 - c) High fidelity prototype
 - d) Marketing strategy for websites
16. Which paradigm emphasizes user experience and emotional engagement?
 - a) Human information processing paradigm
 - b) Engineering paradigm
 - c) Design thinking paradigm
 - d) Behavioral paradigm
17. Which phase of the design process is primarily concerned with understanding the user's needs and context?
 - a) Implementation
 - b) Ideation
 - c) Prototyping
 - d) Research
18. In HCI, what is the purpose of Heuristics?
 - a) To generate new design ideas
 - b) To provide guidelines for usability
 - c) To implement the final design
 - d) To create visual design

19. Which technique is used together in depth understanding of user behavior and needs through observation and interviews in their natural environment.
- a) Heuristic evaluation
 - b) Usability testing
 - c) Contextual inquiry
 - d) A/B testing
20. Which is an essential element of the engineering paradigm is HCI design?
- a) A focus on user emotions
 - b) Iterative usability testing and evaluation
 - c) Emphasis on social context
 - d) Creation of Personas
21. What is the most difficult step in the UX life cycle process according to the text?
- a) Ideation
 - b) Requirement analysis
 - c) Translation from requirements to design
 - d) Usability testing
22. Which tool is not mentioned as a recommendation for building wireframes?
- a) Omni Graffle
 - b) Microsoft Visio
 - c) Adobe in design
 - d) Microsoft excel
23. Which tool is specifically mentioned for MAC users for wireframing?
- a) Adobe in design
 - b) Microsoft Visio
 - c) Omni Graffle
 - d) Sketch
24. What is a visual comp?
- a) Simple sketch
 - b) Pixel perfect mockup of the graphical skin
 - c) A written specification document
 - d) Usability test plan
25. Which software is not listed for wire framing?
- a) keynote
 - b) Power point
 - c) Word
 - d) Excel
26. Which activity is parallel to producing visual comps?
- a) Requirement analysis
 - b) User testing
 - c) Intermediate design
 - d) Ideation and sketching
27. What are visual assets as mentioned in the text?
- a) User manuals
 - b) Visual elements with defining characteristics like CSS for websites
 - c) Coding guidelines
 - d) Business plans
28. Wireframes are described as being deliberately unfinished looking, why is this done?
- a) To save time and money
 - b) To avoid detailed feedback
 - c) To ensure final product looks professional
 - d) To create quick and inexpensive design representations.
29. What should wireframe include when used as interaction design specifications?
- a) Finalized code
 - b) Detailed annotations of design and widget states
 - c) High level conceptual ideas
 - d) Marketing strategies
30. What does the text suggest using for early stages of design ideation?
- a) High – fidelity tools
 - b) Paper and pencil or a white board
 - c) Advanced wire framing S/W
 - d) Coding directly

31. What is the purpose of UX targets?
- a) To set goals for user experience quality
 - b) To increase the marketing reach of a product
 - c) To develop a n/w s/w features
 - d) To design aesthetic interfaces
32. What should be avoided when selecting benchmark task?
- a) Tasks that represent real user activities
 - b) Tasks where design has known weakness
 - c) Business critical tasks
 - d) Tasks with predefined outcomes
33. Which of the following is an objective measure in UX?
- a) User satisfaction survey
 - b) Error rate during task completion
 - c) Focus group discussion
 - d) Open ended interviews
34. What role do user satisfaction questionnaires play in UX evaluation?
- a) They measure objective performance data
 - b) They provide quantitative data on user satisfaction
 - c) They assess system security
 - d) They evaluate S/W development speed.
35. What is an example of subjective UX measure?
- a) Time on task
 - b) Error rate
 - c) User satisfaction rating
 - d) Completion rate
36. What is the significance of setting UX targets?
- a) To provide a benchmark for user experience quality
 - b) To develop new system features
 - c) To improve system aesthetics
 - d) To enhance system security
37. How can ecological validity be achieved in UX evaluation?
- a) By using synthetic tasks in a lab setting
 - b) By mimicking the user's real work environment
 - c) By focusing solely on aesthetic design
 - d) By eliminating all external variables.
38. Which of the following is a critical factor in selecting benchmark tasks?
- a) Frequency of task performance by users
 - b) Task simplicity
 - c) User familiarity with the task
 - d) Aesthetic appeal of the task
39. Which UX measure is accessed with a questionnaire?
- a) Time on task
 - b) Initial user performance
 - c) First impression
 - d) Error rate
40. What is the main purpose of UX evaluation?
- a) To prove the designer's skill
 - b) To identify and fix user experience problems
 - c) To enhance system security
 - d) To develop marketing strategies

41. Which devices are generally not considered hand held devices?
 - a) Smart phones
 - b) Personal digital assistants
 - c) Tablets like the apple Ipad
 - d) Hand hold scanners
42. Which interaction technique is difficult to use on hand held devices, due to small screens?
 - a) Smart phones
 - b) Multi – column web pages
 - c) Voice commands
 - d) Scrolling menus
43. What is required for target areas on hand hold devices to ensure accurate selection?
 - a) Use of smaller fonts
 - b) Use of larger target areas
 - c) High screen brightness
 - d) Stylus compatibility
44. Why should textual I/P be minimized on hand held devices?
 - a) Typing is error prone
 - b) Screens are bright
 - c) N/W connections are unstable
 - d) Device storage is limited
45. What should user interfaces on hand hold devices optimize for?
 - a) Consistency
 - b) Aesthetic design
 - c) Immediate use
 - d) Multi tasking
46. What is essential for a good user experience in virtual environments?
 - a) High resolution graphics
 - b) Automated tasks
 - c) Multitasking capabilities
 - d) Sense of control over experiences
47. Which usability principle involves controlling visual overload?
 - a) Minimizing animations
 - b) Streamlining backgrounds
 - c) Increasing font size
 - d) Adding more icons
48. What is the implication of collaboration in MMORPG's for usability principles?
 - a) Coding control temporarily
 - b) Providing visual overload
 - c) Enhancing individual tasks
 - d) Reducing user engagement
49. What is the role of eye tracking in VE usability testing?
 - a) To increase game success
 - b) To measure engagement levels
 - c) To create heat maps of gaze paths
 - d) To automate user interactions
50. How should applications for handheld devices handle n/w disconnections?
 - a) Display an error message
 - b) Stop all operations
 - c) Restart the devices
 - d) Continue to respond to user I/P

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