(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022   ONLY)   REG.NO.

22UA16E4

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2025

BSC CS WITH AI & ML(SF)   MAXIMUM MARKS: 50

SEMESTER-VI   TIME : 3 HOURS

PART – III
22UA16E4 -UI/UX Design
SECTION – A   (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.   (K1)

1. Which of the following best describes the core principle of UI/UX design?

    A) Focusing solely on aesthetics to make the design visually appealing

    B) Creating user-friendly designs that prioritize usability and accessibility

    C) Designing without considering the target audience's needs

    D) Building designs based purely on the developer's preferences

2. Choose the primary function of a Slider in UI design.

    A) To navigate between pages

    B) To allow users to select a value within a range

    C) To submit a form

    D) To display a large image

3. Which tool is primarily used for tracking user behavior through heatmaps and session recordings?

    A) Google Forms   B) Hotjar   C) Trello   D) Adobe XD

4. Select the tool that is commonly used for creating wireframes.

    A) Figma B) Google Analytics C) Slack D) Lookback

5. What is a common characteristic of a well-defined research problem?

    A) It is broad and general to cover all possible topics.

    B) It has a clear, specific, and actionable focus.

    C) It is primarily based on assumptions rather than user data.

    D) It avoids addressing real-world issues.

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES   (K2)

6. Distinguish between divergent thinking and convergent thinking.

7. Explain the primary goal of user interface (UI) design principles.

8. Indicate the benefits of setting business goals.

9. Differentiate between usability testing and user acceptance testing (UAT).

10. Define what a user story is and explain its role in the agile development process.

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SECTION – B   (5 X 3 = 15 MARKS)
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.   (K3)

11.   a) Assess how the visual design elements can influence the overall user experience of an
          Application   **(OR)**
       b) Describe how observational empathy can influence design decisions in creating a seamless
          user experience.

12.   a) Explain how a styling guide functions as a tool for both designers and developers to
          maintain consistency across different stages of product development.
                              (OR)
        b)Describe the role of visual hierarchy in guiding users through an interface and its impact on
          navigation.

13.   a) Find examples of successful designs where user needs and goals were clearly defined and
          explain how these contributed to the product's success.
                              (OR)
       b) Sketch a simple user flow for an app, showing how optimizing the user experience can
          streamline processes and improve user satisfaction.

14.   a) Describe the process of sketching red routes in a user flow.
                              (OR)
       b) Explain the steps involved in synthesizing test findings

15.   a) List the common challenges teams face during solution ideation and suggest strategies to
          overcome these obstacles.
                              (OR)
       b) Describe the process of writing an effective research statement and explain how each step
          contributes to a clear research proposal.

SECTION – C   (5 X 5 = 25 MARKS)
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)

16.   a) Analyze how the core stages of design thinking work together to create a user-centered solution.
                              (OR)
       b) Compare brainstorming and game storming with examples

17.   a) Assume you are designing a login page. What UI elements would you prioritize to ensure a
          seamless user experience?
                              (OR)
       b) Inspect the branding strategy of a well-known company and identify strengths and weaknesses in
          its   approach to brand positioning.

18.   a) Categorize the different types of research methods and explain their suitability for different
          research objectives.
                              (**OR)**
       b) Classify the key phases of the design process and explain the purpose of each phase.

19.   a) Compare the advantages and disadvantages of building a clickable prototype versus a static
          wireframe.   **(OR)**
       b) Contrast the use of wireflows in low-fidelity prototyping versus high-fidelity prototyping.

20.   a) Assume you are tasked with creating personas for an e-commerce website. What key data points
          would you prioritize in constructing these personas?
                              (OR)
       b) Determine the key factors that influence the creation of flow maps for a complex application, such
          as clarity, simplicity, and user needs.

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Ethical paper