



DCPD414

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IV Semester B.V.A. Degree Examination, June/July - 2026

PRODUCT DESIGN

History of Industrial Design (Theory)

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

SECTION - A

Attempt all questions.

(10×2=20)

1. Which of these was not a post war factor?
 - a) Middle class expansion.
 - b) New technologies
 - c) Consumer rationing
 - d) Growth of advertising.
2. The purpose of streamlining was to show :
 - a) Tradition
 - b) Speed and progress.
 - c) Handcraft
 - d) Status
3. Eames believed :
 - a) Design is decoration
 - b) Design should improve daily life.
 - c) Machines ruin design
 - d) Beauty is more important than people.



[P.T.O.]



4. The Greyhound bus is famous for :
 - a) Baroque decoration
 - b) Streamlined form.
 - c) Organic biomorphic curves.
 - d) Handmade wood
5. Rams design principle says :

“Good design is as little design as possible” meaning

 - a) Add more decoration
 - b) Reduce unnecessary elements
 - c) Copy old designs
 - d) Make it complicated
6. Scandinavian modern design used mostly.
 - a) Natural wood
 - b) Heavy ornamentation
 - c) Steel pipes
 - d) Marble.
7. Italian design blends :
 - a) Cp craft + technology
 - b) Wood + weaving
 - c) Plastic + disposable ideas
 - d) Only mass production.
8. Apple’s design philosophy relates closely to :
 - a) Victorian values.
 - b) Rams’ minimalism
 - c) Baroque form
 - d) Gothic shapes



9. Why did corporations invest in design?

- a) To confuse buyers.
- b) To build identity and sell better
- c) To remove innovation.
- d) For fun

10. "Design speaks" means :

- a) Colors make noise
- b) Design communicates brand values
- c) Designers talk to products
- d) Product talk literally

SECTION - B

Answer any Six questions

(6×5=30)

1. Explain the Charles Eames' use of new materials.
2. What are the main characteristics of Scandinavian design?
3. Explain corporate branding with any two examples.
4. Write a note on dieter Rams' influence on Apple.
5. Explain how design solves repeated problems through history.
6. Explain organic design with sketches and examples.
7. Explain product differentiation after WWII.



SECTION - C

Answer any Three questions.

(3×10=30)

1. Compare three post-war design movements in briefly.
 - * Scandinavian modern
 - * Italian design
 - * American mid - century modern.
2. Describe post - war design characteristic (streamlined and organic) with clear labeled sketches and draw any one post - war product and explain its design languages.

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3. Explain how design became a strategic tool for corporate growth and draw a product before and after corporate design influence.
 4. Describe scandinavian modern design - its philosophy, materials, characteristics, and designers with sketches of scandinavian design (furniture) piece and label its key features.
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