

18 JUN 2019



Sl. No. 100001



No. of Printed Pages : 2

**GS-729**

VI Semester B.V.A. Examination, May/June - 2019

**PRODUCT DESIGN**

**BVPD - 62 : Design Studio Management  
(CBCS) (F+R) (2017-18 & Onwards)**

Time : 3 Hours

Max. Marks : 70

- Instructions :**
1. Answer all questions as instructed.
  2. Draw or Illustrate wherever applicable.

**SECTION - A**

Answer **any five** questions.

**2x5=10**

1. Define "Marketing" as defined by Chartered Institute of Marketing, UK ?
2. Mention the ways of writing design proposal.
3. Write a block diagram of the stakeholders in design management.
4. Define Iterative Design Process.
5. Define Design Procedures.
6. Expand SWOT and PEST analysis in design management.

Answer **any four** questions.

**5x4=20**

1. Explain the Marketing strategy process with a block diagram.
2. Mention the strategies after the design process has been initiated.
3. Mention the advantages and disadvantages of having out of house design team.
4. What is client brief ? What a client brief should include ? Explain.
5. Explain IDEO's method cards.
6. Explain the tools involved in project planning.

**P.T.O.**

**SECTION - B**Answer **any three** questions.**8x3=24**

1. Explain the ways of expressing brands through design.
2. Explain different methods of competitive advantage through design.
3. Explain the steps in project management.
4. Explain how a design strategy is reviewed and revised at the end of the Design Management Process.

**SECTION - C**Answer **any one** question.**16x1=16**

1. Explain the steps involved in translating global design to local design with an example.
2. Explain the design strategy, design process and design implementation of Nano Car (Tata Nano).