

Sl. No. 100005

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**GS-732**

VIII Semester B.V.A (Graphic Design) Examination, May/June - 2019

**GRAPHIC DESIGN**

**BVGD-81 Design & Business Management  
(CBCS) (Fresh) (2018-19 & Onwards)**

Time : 3 Hours

Max. Marks : 70

- Instruction :** (i) Answer All questions as instructed.  
(ii) Use instruction or Drawing wherever applicable.

**SECTION - A**

Answer **any five** questions :

**5x2=10**

1. Name any two international standard certifications for a company.
2. What is the expansion of QMS ?
3. Define marketing term as per chartered institute of marketing (UK).
4. Expand ISI.
5. Who is the patenting authority in India ?
6. Expand the term SWOT.
7. Where can you find design opportunity ?

**SECTION - B**

Answer **any four** questions :

**4x5=20**

1. What are the responsibilities of a design manager ?
2. Give a short analysis of global and regional markets.
3. Differentiate product and brand.
4. Explain briefly about competitive analysis.

**P.T.O.**



5. What analysis used to measure consumer preferences for alternate product ? Give a short note.

**SECTION - C**

Answer **any three** questions :

**3x8=24**

1. Differentiate qualitative and quantitative analysis.
2. What are the ways to get new ideas from your customers ?
3. Write a brief note about Verghese Kurien and his achievement.
4. Establish a design strategy for health in Urban India.

**SECTION - D**

Answer **any one** questions :

**1x16=16**

1. Explain product as a concept development and its feasibility testing.
2. What steps are to be taken for corporates towards social and environment responsibility ?

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