



29732

Reg. No.

--	--	--	--	--	--	--	--

**VII Semester B.V.A. Degree Examination, March/April - 2022**

**PRODUCT DESIGN**

**Art and Design Criticism and Writing**

**(CBCS Semester Scheme)**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A**

**I. Answer any Five :**

**(5×10=50)**

1. Dieser Rams speaks about eliminating the unnecessary Elaborate.
2. Write a note on types of criticism.
3. Write a note on the types of Researches. Also write about the purpose of Research.
4. What is a white Paper? Write about its importance while writing points about how to write an effective white paper.
5. Why is Design criticism seen as an extension of Design thinking process? Also explain its importance.
6. What is a Design Critique?

**SECTION -B**

**II. Write short notes on any Four:**

**(4×5=20)**

1. Persuasive Writing
  2. Exploratory Research
  3. Data
  4. Report
  5. Analysis
-