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

PRODUCT DESIGN

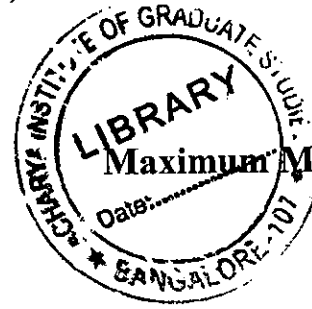
Design Ethnography Theory

(CBCS Semester Scheme)

Time : 3 Hours

Instructions to Candidates:

Attempt all the Sections.



SECTION -A

Answer any Five questions:

(5×2=10)

1. Define the term "Ethnography".
2. What is design Intervention? Provide one example.
3. Define the term "Other" from an ethnography point of view.
4. Differentiate between 'Subject' and 'Participant'.
5. Define the term "Culture". Give an example.
6. Provide a brief history of Ethnography.

SECTION -B

Answer any Four questions:

(4×5=20)

1. Describe 3 pros and 3 cons of ethnographic research.
2. Mention any five, design led research methods and explain each method in detail.
3. Explain video-based Ethnography.

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4. Explain 5 steps of Design Thinking process.
5. What is the difference between quantitative and qualitative research?

SECTION - C

Answer any Three questions:

(3 × 8 = 24)

1. What are the various field techniques used in Ethnography?
2. Explain what is "Reflexivity" in ethnography?
3. State and briefly explain two practical consideration for ethnographic methods.
4. What is bias? Give two examples of biases which an ethnographer would face.

SECTION - D

Answer any One question:

(1 × 16 = 16)

1. Provide 2 examples of Ethnographic research in Design.
 2. Using an example, explain the role of ethnographic research in innovation process and some Challenges.
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