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VII Semester B.V.A. Degree Examination, March/April - 2023**PRODUCT DESIGN (Theory)****Design Studio Management****(CBCS Scheme)****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

Pencils and Drawing pens can be used for illustrations.

SECTION - A**Answer any FOUR of the following.****(4×5=20)**

1. a) Write a short note on Design practice in studio, take reference from a design process practiced in an international design studio.
- b) Write a short note on Brainstorming, as a process for idea generation, take reference from a design process practiced in an international design studio.
- c) List five design studio where you can be employed, write a short description about their work profile.
- d) Write a short note significance of group formation for a product design process in a studio. Highlight key points for formation of a studio group.
- e) Write a short note on significance of prototyping as a studio practice. Discuss the relevance of sketching, scaled down model and full scale model.

SECTION - B**Answer any TWO of the following.****(2×10=20)**

2. a) Describe a designer's profile which inspires you. Discuss about the work environment. Sketch two of the designs of the designer which inspires you.
- b) How we can utilize our artifacts of surroundings to model a product idea. Sketch the concept you had developed as a part of the course, sketch the details of the design which you have finally developed.

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- c) How significant is managing work on time. What would be a repercussion of missing a deadline.

SECTION - C

Answer any ONE of the following.

(1×30=30)

3. a) Write an essay on matching of a students project with their interest. Trace the exercises you have done in past to establish you area of interest. You can sketch the concepts.
- b) Write an essay on “How aware a design learner should be about the competition in market” Considering you as a design learner, highlight the Job, business opportunities available for you in the domain of your choice.
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