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Question Paper Version : A

Fourth Semester B.E./B.Tech. Degree Supplementary Examination, June/July 2024
UI/UX

Time: 1 hr.]

[Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the **fifty** questions, each question carries one mark.

2. Use only **Black ball point pen** for writing / darkening the circles.

3. **For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.**

4. Darkening two circles for the same question makes the answer invalid.

5. **Damaging/overwriting, using whiteners** on the **OMR** sheets are strictly prohibited.

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1. _____ plays a role to bridge up the gap between the interfaces of machines and human understanding.
   a) Human
   b) Computer
   c) Human computer Interaction
   d) None of these

2. What does UX stands for in web design?
   a) Universal Experience
   b) User Experience
   c) User expertise
   d) Universal expertise

3. Which of the following statement is correct?
   a) The lack of attention to user inputs is one of the most important reasons why many software projects were unsuccessful
   b) The lack of usability of software and the poor design of programs are the secret shame of the industry
   c) User experience is not a source of overhead for companies using software
   d) All of these

4. Building things from user's perspective is called
   a) Functionality   b) Usability   c) Portability   d) None of these

5. What is needed to design a system that will fulfill user and customer goals?
   a) Requirements   b) Software's   c) Computers   d) Planning

6. Which of the following is output from possible requirement extraction process?
   a) Questions about missing data
   b) Taking requirements back to customers and users for validation
   c) Resolve organizational, sociological and personal issues with the customer
   d) All of these

7. Crafting point of view (POV) requires three key elements including all of these EXCEPT which?
   a) Design   b) User   c) Insight   d) Need

8. Detailed formal requirements cannot ever be 100% correct.
   a) True   b) False

9. What is the relationship between usability and UX?
   a) They are unrelated
   b) Usability is one factor that goes into good UX
   c) Usability is quantified UX
   d) UX can help improve usability

10. State whether the following statement is " POOR UX means people want use your product" is
    a) True   b) False

11. What are the steps of the design thinking process?
    a) Understand → Draw → Ideate → Create → Test
    b) Empathize → Define → Ideate → Prototype → Test
    c) Empathize → Design → Implement → Produce → Test
    d) Understand → Define → Ideate → Produce → Test

12. Which of the following is not characteristic of Design thinking?
    a) Linear process   b) Human – centered
    c) Collaborative   d) Iterative

13. Which stage of Design thinking involves understanding the needs and wants of the ends users?
    a) Ideation   b) Prototyping   c) Empathize   d) Define

14. Ecological Design perspective is about ____
    a) How the system or product works within its external environment
    b) How users operate the system or product
    c) Emotional impact and value sensitive aspects of design
    d) None of these.

15. Which of the following is important while constructing the primary persona?
    a) Specificity   b) Accuracy   c) Simplicity   d) None

16. A mental model is an explanation of someone's thought process about how something works in the real world.
    a) True   b) False

17. Design thinking typically helps in _____
    a) Innovation   b) Data analytics
    c) Financial planning   d) Operational efficiency

18. Which of the following firm is associated the most with Design thinking?
    a) Ikea   b) Ideo   c) Idea   d) Ikei

19. Pixel – prefect mockup of the graphical skin for look and feel appearance is called
    a) Visual comp
    b) Visual design
    c) Wireframes
    d) All of these

20. Unfinished looks during early stages of design without any visual contents are called
    a) Visual design
    b) Wireframes
    c) Prototypes
    d) All of these

21. Wireframes can be built using
    a) iwork page
    b) Keynotes
    c) Microsoft word
    d) All of these

22. A _____ is a usage attribute to be assessed in evaluating _____.
    a) UX goal, UX measure
    b) UX measure, UX goal
    c) UI measure, UI goal
    d) UI goal, UI measure

23. UX goals are
    a) High – level objectives
    b) Stated in terms of anticipated user experience
    c) Driven by business goals
    d) All of these

24. UX measure is the general user experience characteristics to be measured with respect to usage of your interaction design.
    a) True
    b) False

25. UX targets are based on
    a) Observable user performance
    b) User opinion and satisfaction
    c) Both of these
    d) None of these

26. Which of the following is objective of UX measure
    a) First impression
    b) Last impression
    c) User satisfaction
    d) Initial performance, Learnability, Retainabilty

27. Primary purpose of wire framing in web design is
    a) To create fully functional web pages
    b) To outline the layout and structure of web pages
    c) To optimize website performance
    d) To design engaging animations and transactions

28. Time to complete task, number of errors made by users, time spent in errors and recovery, mouse clicks are examples of
    a) UX metrics
    b) UX goals
    c) UX target
    d) None

29. Primary goals of UX is :
    a) To improve revenue for a website
    b) To assist disabled users with using your site
    c) To help users achieve goals easily and without frustration
    d) To Lengthen the amount of time people spend on your website

30. Which methods are heavy weight processes?
    a) Object oriented   b) Agile
    c) Water fall   d) All of these

31. A prototype gives you something to evaluate before you have to commit resources to build the real thing
    a) True   b) False

32. Prototype is a mechanism which offers design team to observe something about
    a) Evaluating ideas   b) Weighted alternatives
    c) Seeing what works and not   d) All of these

33. Which prototype is effective in demonstrating the product concept and for conveying an early product overview to managers, customer and users?
    a) Horizontal prototypes   b) Vertical prototypes

34. Which prototype supports realistic user experience evolution?
    a) Horizontal prototype   b) Vertical prototypes

35. _____ prototypes are not faithful representations of the details of look, feel and behaviour
    a) Horizontal prototypes   b) Vertical prototypes
    c) Low – Fidelity prototypes   d) High – Fidelity prototypes

36. A prototypes which includes more detailed representations of designs, appearance, interaction behaviour is called
    a) Horizontal prototype   b) Vertical prototype
    c) Low – Fidelity prototype   d) High - Fidelity prototype

37. Paper prototypes are early versions which are just about
    a) Interaction, not functionality   b) No use of "real" widgets
    c) Can acts as a coding blocker   d) All of these

38. Tool to make computer printable screens for low – fidelity prototypes are
    a) Omni Graffle   b) Microsoft visio
    c) Excel or word   d) All of these

39. Foundations which are important in success of the SE – UX development are
    a) Communication   b) Coordination
    c) Synchronization with anticipating changes   d) All of these

40. UX people are constantly iterating and even after the last usability testing session, design changes continue to occur for many reasons.
    a) True   b) False

41. Smith and Mosier of Mitre corporation developed 944 ____ guidelines for text based user interfaces for the US Air force.
    a) Requirement collection   b) Design
    c) Interface   d) Testing

42. One of the all time favourite UX design guideline is _____
    a) Be consistent
    b) Keep it simple
    c) menus should not contain more than X items
    d) All of these

43. Which memory is one of the few areas of psychology that has solid empirical data supporting knowledge that is directly usable in UX design
    a) Short memory   b) Sensory memory
    c) Human memory   d) Working memory

44. Memory that allows us to integrate the fast moving sequences of individual image frames in movies or television, making them appear as a smooth integrated motion picture is an example of _____
    a) Sensory memory   b) Short memory
    c) Working memory   d) Chunked memory

45. _____ is the load on working memory at a specific point in time
    a) Sensory memory   b) working memory
    c) Chunking   d) Cognitive load

46. Information stored in short terms memory can be transferred to long term memory by
    a) Transferring   b) Learning   c) Modifying   d) Updating

47. Simplest view of the interaction cycle involves :
    a) Planning, translation, physical actions, outcomes, assessments
    b) Physical actions, planning, translation, outcomes, assessments
    c) Physical actions, translation, planning, outcomes, assessments
    d) Planning, translation, physical actions, outcomes assessments

48. In which stage of interaction cycle has details of "user task progress"?
    a) Physical actions   b) Translation
    c) Planning   d) Outcomes

49. Design issues related to fitt's law are about
    a) Movement distances   b) Mutual object proximities
    c) Target object size   d) All of these

50. Physical actions in UI design include
    a) Hand movement, Leg and Body movement
    b) Typing, clicking, dragging in GUI, Scrolling
    c) Speaking with voice interface, walking in virtual environment, Moving hands in gestural interaction
    d) Both b) and c)

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