

Reg. No.

MANIPAL UNIVERSITY

FIFTH SEMESTER B.A. (ID) DEGREE EXAMINATION – NOVEMBER 2015

SUBJECT: BID 307 – DESIGN MANAGEMENT
(2013 AND 2014 SCHEME)

Monday, November 16, 2015

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE of the following.

✍ Illustrate with neat sketches and examples wherever required.

1. What is design management? Explain its importance in the execution of a project.
(10 marks)
2. Explain the marketing techniques that can be used for business development of an interior design office.
(10 marks)
3. Explain in detail the advantages and disadvantages of hiring an interior designer for a design project.
(5+5 = 10 marks)
4. Discuss the interior designers office management and accounting.
(10 marks)
5. Write short notes on:
5A. Limited liability company
5B. Sole proprietorship
(5+5 = 10 marks)
6. Discuss the importance of hiring a design manager for the execution of a interior design project.
(10 marks)

