

MANIPAL UNIVERSITY**FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: BID 307 – DESIGN MANAGEMENT**

Monday, November 06, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ **Answer any FIVE of the following.**
- ✍ **Illustrate with neat sketches and examples wherever required.**

1. Discuss the importance and role of marketing for an interior design office.
(10 marks)
2. **Write short notes on the role of the following:**
 - 2A. Design director
 - 2B. Designer
(5+5 = 10 marks)
3. Signify the importance of the design management for the success of an interior design project.
(10 marks)
4. Discuss in detail about sole proprietorship and partnership firms.
(5+5 = 10 marks)
5. List down the different complains arising from the client to the interior designer firm while executing the works.
(10 marks)
6. Differentiate between architectural firms and interior designer firms in detail.
(10 marks)

