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# MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – NOVEMBER 2018

SUBJECT: BID 307 – DESIGN MANAGEMENT

Friday, November 02, 2018

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE of the following.

✍ Illustrate with neat sketches and examples wherever required.

1. Explain in detail the various services rendered by an interior designer after taking instructions from the client.

(10 marks)

2. Write short notes on the role of the following:

2A. Design director

2B. Project designer

(5+5 = 10 marks)

3. Explain the scope of design management and its importance in the designing of an interior design project.

(10 marks)

4. Write the brief comments on different complains arising from the client to the interior designer firm while executing the works.

(10 marks)

5. Discuss the importance and role of marketing for an interior design office.

(10 marks)

6. Discuss in detail about sole proprietorship and partnership firms.

(5+5 = 10 marks)

