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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD/FIFTH SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019

**SUBJECT: MAFD 605 – FASHION MANAGEMENT AND PUBLIC MEDIA
(2016/2017 SCHEME)**

Friday, November 22, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions.

✍ Answer all parts of a question.

1. Briefly explain Personal experience articles and personality profiles. (10 marks)

2. Briefly explain different types of departments in Newsroom. (10 marks)

3. If you were assigned to work on the following story, how would you, as a journalist, approach it? Give details of information you would seek from individuals, officials and organization.
“Infrastructure Development programs in the city” (10 marks)

4. Write short notes on:

4A. Fortnightly magazine

4B. Editorials

4C. News photographs

4D. Caption heads

(2½ marks × 4 = 10 marks)

5. Briefly explain how elements of design help to maintain principles of layout. (10 marks)

6. Give a detailed understanding of television advertising impact on audience. (10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: MAFD 601 – GLOBAL FASHION MARKETING
(2016 & 2017 SCHEME)

Friday, November 15, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any full FIVE questions.

✍ Answer all parts of a question.

1. Explain the Global Factors in the International Marketing Environment. (10 marks)
2. Explain the ad hoc research and continuous research. (10 marks)
3. Explain the factors responsible for social stratification. (10 marks)
4. Explain the factors affecting global supply chain decisions. (10 marks)
5. Write a note on the following:
- Product strategy and segmentation (10 marks)
6. US based Google the leading Internet search engine company in the world started providing its services in China in 2000. Though Google soon became the leading search engine in the Chinese market, it started losing its market share in couple of years.
In China, the Internet content was heavily censored by the government and users searching on Google's site experienced inordinate delays. By 2005, Chinese search engine company Baidu emerged as the leading internet search company in China. To compete with Baidu, Google decided to launch a Chinese website - www.google.cn and agreed to censor its content.
6A. Going Further, what information will Google require for major marketing decisions.
6B. Elaborate on the internal and external data sources that Google will have to rely on to ensure it markets its products effectively. (5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: MAFD 603 – BRAND MANAGEMENT
(REGULARS/PART TIME – 2016/2017 SCHEME)

Thursday, November 21, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.

1. Discuss the benefits of branding to buyer and seller.
(5+5 = 10 marks)
2. Assess the factors you need to consider before extending a brand.
(10 marks)
3. Celebrities are used as brand endorsers. Discuss the advantages and risks of using celebrities as brand ambassadors.
(5+5 = 10 marks)
4. Write a note on:
4A. First mover advantage
4B. Customer-based Brand Equity
(5+5 = 10 marks)
5. Explain 'Country of Origin Effect' with an example.
(10 marks)
6. List the features of a luxury brand.
(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST/THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: MAFD 515 – ENTREPRENEURSHIP (ELECTIVE 5)
(2016/2017 SCHEME)

Wednesday, November 13, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer ALL questions.

1A. Explain the economic contribution of small firms.

1B. Illustrate the impact of e-commerce on growth of modern entrepreneurs.

(5+5 = 10 marks)

2. Explain the success story of any two Indian fashion industry entrepreneurs.

(10 marks)

3A. Discuss the role of MSME ministry in promoting entrepreneurship.

3B. Explain the structure of MSME ministry.

(5+5 = 10 marks)

4. Discuss the different components of financial analysis needed in a start-up project report.

(10 marks)

5A. Write a note on different schemes offered by textile ministry for promoting entrepreneurship.

5B. Define entrepreneurial opportunity.

(5+5 = 10 marks)

OR

6. Prepare a start-up business plan of your choice, with suitable assumptions.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: MAFD 501 – FASHION MERCHANDISING AND MANAGEMENT
(2016 SCHEME)

Monday, November 18, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE complete questions from the following.

1A. Write a brief note on inter-personal roles of a manager.

1B. Briefly explain the reasons behind team conflicts.

(5+5 = 10 marks)

2. Explain the promotional pricing strategies adopted by retailers.

(10 marks)

3. Define Management. Explain the characteristics of management.

(10 marks)

4A. Briefly explain the success factors in vendor selection.

4B. What are the different types of budget?

4C. Write any two function of stores management.

(3+3+4 = 10 marks)

5A. Explain the importance of research and idea generation in fashion merchandising.

5B. Briefly explain the statement "From couture to high street".

(5+5 = 10 marks)

6. What is fashion movement? Explain the different theories of fashion movement.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2019

**SUBJECT: BFD 311 – OVERVIEW OF FASHION MARKETING
(2015 SCHEME)**

Monday, November 18, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Any other instruction may be added by the subject teachers/coordinators.

- 1A. Differentiate between Marketing and Sales.
- 1B. Explain the structure of the Fashion Market with an example.
- 1C. Draw the components characterizing the Holistic Marketing Concept.

(3+3+4 = 10 marks)

- 2A. Describe the key elements of the Marketing Environment.
- 2B. Write the important steps in Consumer Decision Making Process.
- 2C. Briefly explain the primary and secondary types of research.

(3+3+4 = 10 marks)

- 3A. Explain the 'Cost Based' Pricing.
- 3B. What are the benefits of Branding to the consumer?
- 3C. What are the two pricing strategies that are adopted in setting the price.

(3+3+4 = 10 marks)

- 4A. Explain the SWOT analysis.
- 4B. Which are the elements of Channel Distribution?
- 4C. Describe the types of Retailers in Market Distribution.

(3+3+4 = 10 marks)

- 5A. Define Marketing Communications and write the different tools of promotional mix.
- 5B. Differentiate between Publicity and Advertising with an example.
- 5C. Discuss the advantages and disadvantages of Public Relations.

(3+3+4 = 10 marks)

- 6A. Briefly explain the role of a retailer in distribution channel.
- 6B. Explain the factors in the Micro Environment.
- 6C. Describe the Product Mix in Marketing.

(3+3+4 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
THIRD SEMESTER M. ARCH. (URBAN DESIGN & DEVELOPMENT)
DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARM 725 - URBAN TRANSFORMATION (ELECTIVE - I)
(2014 SCHEME)

Tuesday, November 12, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Assume suitable data wherever necessary.

1. How does a city grow? Explain various land use models and their neo-classical patterns.
(5+5 = 10 marks)
2. Explain various urban land reforms (Act, etc.) in India. Critically examine the transition for equitable distribution of land.
(6+4 = 10 marks)
3. Explain the Concept of Decompressing of Inner city. Explain the concept of TDR.
(5+5 = 10 marks)
4. What is Urbanisation and Explain its various trends, causes and how Rapid Urbanization impact on Indian cities?
(2+3+5 = 10 marks)
5. What is ULCRA? And how it impacted in land economics of Peri-Urban Areas.
(5+5 = 10 marks)
6. Explain the Letchworth- "Garden city concept" and "Neighbourhood concept".
(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
THIRD SEMESTER M. ARCH. (URBAN DESIGN & DEVELOPMENT)
DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARM 731 - URBAN SOCIOLOGY (ELECTIVE - IV)
(2014 SCHEME)

Thursday, November 14, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Assume suitable data wherever necessary.

1. Explain the following terminologies and their relevance in explaining urbanization processes:
a) Planetary Urbanization b) Extended Urbanization c) Citizenship
(4+3+3 = 10 marks)
2. What do you mean by citizen science? What forms of publicness does citizen science addresses?
(4+6 = 10 marks)
3. What is urban dialectics? Explain the dialectics of 'bricolage' (cf. McFarlane) in urban informality.
(4+6 = 10 marks)
4. Discuss the concept of 'exceptions' and 'scientization' to illustrate modes of urban contestation in Indian Cities.
(5+5 = 10 marks)
5. Explain the concept of Right to City. Discuss the concept of 'auto-gestion' for Right to City.
(5+5 = 10 marks)
- 6A. "If we cannot imagine, then we cannot manage." (Neuman and Hull, 2009). Discuss how spatial planning incorporates this hypothesis.
- 6B. Explain the methods of 'scenario building' and 'fictional expectations' in vision formulation.
(4+(3+3) = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
THIRD SEMESTER M. ARCH. (URBAN DESIGN & DEVELOPMENT)
DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARM 733 - URBAN HOUSING (ELECTIVE - V)
(2014 SCHEME)

Monday, November 18, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FULL FIVE questions.

✍ Answer all parts of a question.

1A. What is meant by Housing Congestion?

1B. How does this vary in slum and squatter, Urban, non-slum area, rural area? Explain with a proper narration.

(5+5 = 10 marks)

2. Explain the strategy of slum redevelopment using land as resource in the backdrop of PMAY scheme.

(10 marks)

3A. Describe Social rental housing.

3B. Highlight the merits and demerit of this with one example each.

(5+(2½+2½) = 10 marks)

4. Explain the general terms and conditions for Housing Loan.

(10 marks)

5. Discuss the role of stake holders in the NHHP 1998.

(10 marks)

6. Explain the generic PPP models of Affordable housing.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIRST SEMESTER M. ARCH. (URBAN DESIGN & DEVELOPMENT)
DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: URBAN DESIGN AND DEVELOPMENT THEORY (ARM-627)
(2014 SCHEME)

Wednesday, November 13, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Assume suitable data wherever necessary.

1. Explain the following:

- 1A. Morphology
- 1B. Townscape Analysis
- 1C. Worldling

(4+3+3 = 10 marks)

2. Explain Recombinant Urbanization. Discuss its three salient features.

(4+6 = 10 marks)

3. Explain the need for new vocabularies in urban theory. Discuss how vocabulary “Consolidate” (Bhan, 2019) adds an understanding of urbanization in India.

(4+6 = 10 marks)

4. Explain the concept of “zones of exception” and “gray spaces” in the context of Ananya Roy (2011) paper – Rethinking Subaltern Urbanism.

(5+5 = 10 marks)

5. What are SDG’s? Discuss SDG 11.3 and indicators for measuring it.

(5+5 = 10 marks)

6. Explain five features of Kevin Lynch (1981) Good City Form.

(2 marks × 5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER EXECUTIVE M. ARCH. (ADVANCED DESIGN)
DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARM 805.2 E – ARCHITECTURAL CRITICISM (ELECTIVE – II)
(2012 SCHEME)

Monday, November 18, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✂ Answer any full FIVE questions.

✂ Answer all parts of a question.

1A. Enlist ten different types of criticism.

1B. Explain any two types of criticism in detail.

(5+5 = 10 marks)

2. Explain the difference between Speculative and Liberal Criticism.

(10 marks)

3. Explain some of the techniques that can promote critical thinking.

(10 marks)

4A. What is critical reading?

4B. How can critical reading be developed?

(5+5 = 10 marks)

5A. Describe any five qualities of a Critique.

5B. Mention the 5 steps involved in 'Analysis'.

(5+5 = 10 marks)

6. Explain the various aspects on the basics of writing a 'Report'.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIRST SEMESTER M. ARCH. (URBAN DESIGN & DEVELOPMENT)
DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: URBAN DESIGN HISTORY (ARM-625)
(2014 SCHEME)

Monday, November 11, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Illustrate wherever necessary

1. Explain the importance and challenges of Transit Oriented Development in cities.
(10 marks)
2. Explain the positive and negative factors associated with the Garden City Movement and City Beautiful Movement.
(5+5 = 10 marks)
3. Compare the city planning concepts of Spiro Kostof and Kevin Lynch. Justify further with relevant examples and illustrations wherever necessary.
(10 marks)
4. Compare and Illustrate the city planning principles between Greek and Roman cities.
(10 marks)
5. What is a "Functional City"? Explain the evolution of the same.
(4+6 = 10 marks)
- 6A. Is "walkability" within a city considered boon or bane? Justify with relevant example.
- 6B. During the post-war period European governments conceptualized large housing and rebuilding programs within their devastated cities. These programs were guided by the principles of modernist planning promulgated through CIAM. Discuss the architectural possibilities that came thereafter.
(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-411.3 SPATIAL NARRATIVES
(2014 SCHEME)

Thursday, November 14, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FULL FIVE Questions.

✍ Answer all parts of a question.

1. Given a residential project, how are you going to narrate your design in form of an experience to your client? Use a hypothetical residence design to write a story based on the design experience.

(10 marks)

2. As per Kevin Lynch, “The diversity and authenticity of a city emerges from narratives of history and personal memories”. Do you agree with him? With examples justify your answer.

(10 marks)

3A. Define Environmental Psychology with reference to Architecture.

3B. How as designers, you can motivate people to use sustainable approach in everyday life?

(3+7 = 10 marks)

4. Considering a hypothetical design, use mind mapping tool to illustrate the design elements that emphasises on influencing human psychology.

(10 marks)

5. Is culture reflected in Architecture? With examples justify your answer.

(10 marks)

6. Can a narrative be an inspiration to designing a space? Using a real or hypothetical context, justify your answer.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-411.2 ARCHITECTURAL JOURNALISM
(2014 SCHEME)

Thursday, November 14, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE Questions.
✍ Answer all parts of a question.

1. Elaborate any five key features of journalistic writing. Give relevant examples of the same.
(10 marks)
- 2A. Explain the statement, 'Architectural Journalism can be an effective medium to bridge public perceptions and designer's opinions'.
2B. Explain the 'persuasive' type of an editorial as a form of journalistic writing.
(5+5 = 10 marks)
3. Elaborate and explain 'Interview' as a form of journalistic writing.
(10 marks)
4. What is the difference between the 'academic' and the 'practitioner' kind of a journalist? Explain with relevant examples.
(10 marks)
- 5A.. How can we broaden the definitions of Investigative Reporting?
5B. Write a short note on Purpose of 'architectural journalism'.
(5+5 = 10 marks)
- 6A. Explain various aspects of the process of architectural publishing.
6B. What are the common mistakes that can be avoided in architectural publishing?
(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-411.4 DISASTER MANAGEMENT
(2014 SCHEME)

Thursday, November 14, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FULL FIVE Questions.

✍ Answer all parts of a question.

1A. What are the five major classification of disasters as per NIDM? List the disasters falling under each category.

1B. Explain in brief the four different phases of disaster management.

1C. How can retrofitting help in seismic disaster damage control?

(5+2+3 = 10 marks)

2A. What is vulnerability as defined by NIDM? Explain the physical, social, economic and environmental factors contributing to vulnerability.

2B. List four Disaster Risk Reduction strategies for any one of the following disasters with respect to the structural aspects. FLOOD OR EARTHQUAKE.

((2+4)+4 = 10 marks)

3A. Explain Casualty Management System with respect to city level, state level and country level disaster.

3B. What is the purpose of training and mock drill?

((2½ marks × 3)+2½ = 10 marks)

4. List the ten major steps included in the trigger mechanism which are applicable to all disasters.

(10 marks)

5. Discuss the minimum standards to be met for the relief camps with respect to:

a) Shelter b) Food c) Water d) Sanitation e) Medical cover

(2 marks × 5 = 10 marks)

6. Write short notes on any FOUR of the following:

6A. NDMA

6B. Capacity building plan

6C. Early warning system

6D. Incident Response system

6E. Response strategy

(2½ marks × 4 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-309 : HISTORY OF BUILT ENVIRONMENT – V (2014 SCHEME)
ARC 307 : HISTORY OF ARCHITECTURE V (2010 SCHEME)

Wednesday, November 13, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE of the following.
✍ Support ALL answers with sketches.

1A. Write short notes on:

- i) Tomb of Ghiyas-ud-din Tughlaq ii) Alai Darwaza

(2½ marks × 2 = 5 marks)

1B. Explain these terms with sketches (any TWO):

- i) Mihrab ii) Onion Dome iii) Minaret iv) Squinch Arch

(2½ marks × 2 = 5 marks)

2. Explain in detail the architectural style, characteristic features and construction techniques used in Jami Masjid of any two provincial states with neat sketches.

(5 marks × 2 = 10 marks)

3. Explain the different parts of Indian mosque with neat sketches and examples.

(5+5 = 10 marks)

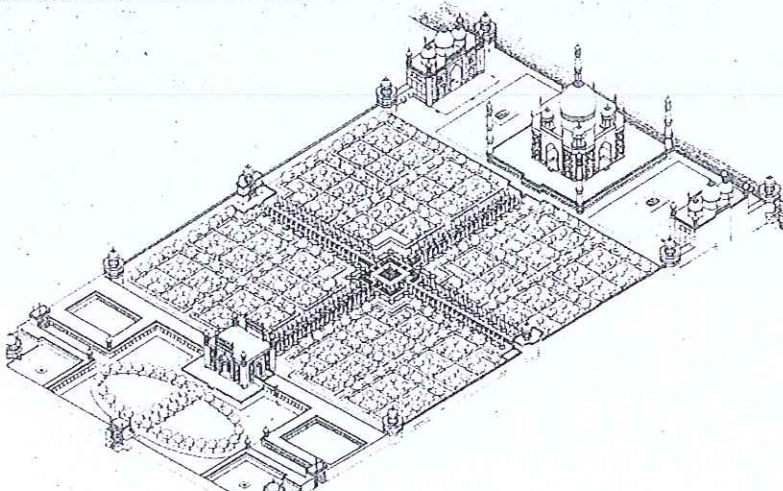
4. Distinguish between the provincial architecture of Bengal and Gujarat with relevant examples and sketches.

(5+5 = 10 marks)

5. Mughal architecture in India was at its zenith under the reign of Akbar and Shah Jahan. Justify with different examples and sketches.

(2½ marks × 4 = 10 marks)

6. Discuss the architecture of the complex illustrated below with structural details, site planning, architectural characteristics and materials used.



(2 marks × 5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC-14-407 - PROFESSIONAL PRACTICE & MANAGEMENT
(2014 SCHEME)

Monday, November 11, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE full questions.

1A. Explain the office structure of Council of Architecture (COA).

1B. What is the role of Indian Institute of Architecture (IIA) in India?

(5+5 = 10 marks)

2A. What are the various roles that an Architect plays in the society?

2B. Explain briefly the services an Architect can provide, as specified by the Council of Architecture (COA).

(5+5 = 10 marks)

3A. What is a tender? Explain selected tender in detail.

3B. What are the three different modes to invite a tender?

((1+4)+5 = 10 marks)

4A. What is the process of obtaining virtual completion certificate?

4B. What are the differences between penultimate certificate, interim completion certificate and completion certificate?

(4+(2 marks × 3) = 10 marks)

5A. 'Architectural Competitions create an equal opportunity in profession' - Justify the statement.

5B. What is Arbitration? What is the role of an Architect as an Arbitrator?

(5+(1+4) = 10 marks)

6. Write short notes on (Any FOUR):

6A. Open competition

6B. Earnest money

6C. Interim Certificate

6D. Security Deposit

6E. Profit and Loss Account

(2½ marks × 4 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: HOUSING (ARC 405)
(2010 SCHEME)

Monday, November 11, 2019

Time: 10:00-13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE full questions.
✍ Answer all parts of a question.

- 1A. Write about Incremental Housing.
1B. With the help of a case study, explain the importance of site and services in housing.
(5+5 = 10 marks)
2. How does the Ministry of Housing and Urban Poverty Alleviation define affordable housing units for EWS, LIG and MIG? What are some of the concerns of the stakeholders – namely the government, real estate developers and financial institutions – with respect to affordable housing projects?
(10 marks)
- 3A. Explain Slum Redevelopment and Slum Upgradation.
3B. Write about Rajiv Awaaz Yojana.
(5+5 = 10 marks)
- 4A. What is housing micro-finance? How it is important to India's housing market?
4B. Elaborate on the stages of evolution of Indian Government's attitude and approach towards housing in the first three decades since the country's independence.
(5+5 = 10 marks)
5. Census estimates housing shortage at 24.76 million as on 2011. Is it only the deficit in the quantity of dwelling units available in the market? What are the various factors that it considers for estimating housing shortage? Explain in detail.
(10 marks)
6. Write short notes on:
6A. Role of RBI in housing
6B. Dharavi as an economically self-sustainable slum
6C. Role of National Building Organization
6D. TDR as a tool in PPP projects in housing
(3+3+2+2 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-409.4 – ADVANCED STRUCTURES (2014 SCHEME)
ARC 409 – STRUCTURES VII (2010 SCHEME)

Tuesday, November 12, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ **Answer any FULL FIVE questions.**
✍ **Answer all parts of a question.**

1A. Discuss the types of cable structures used in construction with the advantages and materials used for the same.

1B. Explain salient features of any cable structure example in architecture.

(6+4 = 10 marks)

2A. Explain advantages and applications of membrane structures in construction. Discuss any two forms of membrane structures.

2B. Give an inspiring architectural example for tensegrity and explain salient points.

((2+4)+4 = 10 marks)

3. **Discuss Pneumatic Structures in detail with reference to following points:**

3A. Types

3B. Advantages

3C. Disadvantages

3D. Materials

3E. Practical Application

(2 marks × 5 = 10 marks)

4A. What is breakwater? With neat sketches discuss different types of breakwaters. List the various forces considered in design of breakwater.

4B. Discuss salient features of complimentary structures used in marine construction.

((1+4+1)+4 = 10 marks)

5A. What are composite structures? Explain characteristics of composite structures with an example.

5B. Explain properties, advantages and disadvantages of foam concrete and fibre reinforced concrete.

((1+4)+5 = 10 marks)

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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH/EIGHTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 20 19

SUBJECT: ARC-14-409.1 – ADVANCED LANDSCAPE DESIGN (2014 SCHEME)
ARC 408.2 – ADVANCED LANDSCAPE DESIGN (2010 SCHEME)

Tuesday, November 12, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE FULL questions.
- ✍ Support your answers with sketches wherever necessary.

1. Describe the design Philosophy and works of any one of the landscape architect.
(3+7 = 10 marks)
2. Write five importance of slope analysis in site investigation.
(2 marks × 5 = 10 marks)
3. Elaborate on Landscape design considerations for Commercial landscape design with examples.
(4+6 = 10 marks)
4. Explain roof top gardens, criteria for designing roof top gardens and mention at least three usage.
(3+4+3 = 10 marks)
5. What is the role of ecology in landscape design? Define the same with three different parameters.
(4+(2 marks × 3) = 10 marks)
- 6A. What are public parks?
- 6B. Describe three criteria's for designing public parks.
(4+6 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-409.2 - ADVANCED ACOUSTICS AND ILLUMINATION
(2014 SCHEME)

Tuesday, November 12, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer any FIVE full questions.

1. Mention any four acoustical defects and develop a acoustical treatment plan in each case.

($2\frac{1}{2}$ marks \times 4 = 10 marks)

2A. Identify the possible acoustical defects in an auditorium.

2B. How are the issues addressed in typical acoustical design for multipurpose hall?

(5+5 = 10 marks)

3. What are the sound defects that occur in a live music (Jazz) cafe? How can they be solved?
Mention two types of acoustical material used and elaborate on their installation process.

(3+3+4 = 10 marks)

4A. What are the key parameters/considerations in choosing a daylighting system?

4B. Mention two daylighting system without shading.

(4+6 = 10 marks)

5. Explain the significance of the following in an illumination design:

5A. Illumination Level

5B. Uniformity of Illumination

5C. Colour of Light

5D. Shadows

5E. Glare

(2 marks \times 5 = 10 marks)

6A. Suggest a suitable illumination design for retail interiors - citing the considerations for the same.

6B. Detail the design with neat explanatory sketches.

(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
THIRD SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC-14-211 - PRINCIPLES OF CLIMATIC DESIGN
(2014 SCHEME)

Thursday, November 14, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer ALL full questions.
✍ Assume suitable data wherever necessary.

- 1A. What attribute makes climate change evident?
1B. Discuss three contributors from construction industry acting towards climate change.
(4+6 = 10 marks)

- 2A. List down the five different Climatic zones of India according to Energy Conservation Building Code.
2B. Also mention the name of atleast one Indian city for each of these climates.
2C. Identify the characteristics for any two of the following climates zones with respect to built environment:
i) Hot and Dry Climate ii) Warm and Humid Climate
iii) Temperate Climate iv) Cold Climate
(2½+2½+5 = 10 marks)

- 3A. Interpret your understanding of Bio Climatic Design.
3B. Extend by summarizing the parameters for three different building components.
(4+6 = 10 marks)

- 4A. Describe two major features of composite climate.
4B. Give atleast one example of Indian city falling in composite climate.
4C. Detail out one natural ventilation system with respect to composite climate.
4D. Also, illustrate using appropriate sketches.
(2+2+4+2 = 10 marks)

5. Write down the full form for the following acronyms and answer the associated question in one sentence:

- 5A. NBC and its role
5B. PMV and its use
5C. ECBC and its purpose
5D. BEE and its role
5E. BIS and role of BIS SP 41

(2 marks × 5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ARC-14-207 - BUILDING SERVICES II (2014 SCHEME)

Tuesday, November 12, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Draw neat labelled sketches where ever necessary.

- 1A. Enumerate six types of artificial of lighting fixtures. Explain use and application of any three.
1B. Define colour temperature. Explain its important in lighting design.

((3+3)+(2+2) = 10 marks)

- 2A. What are the advantages and dis-advantages of using Concealed conduit wiring?
2B. What are MCBs? Explain where and why it is used.

(5+(2+3) = 10 marks)

- 3A. What is earthing? Explain any method of installing earthing with a neat sketch.
3B. Develop an electrical layout for a bedroom of size 3.5m × 5.5m with furniture layout and mark the position of lighting fixtures and electrical accessories giving names of each.

((2+2)+6 = 10 marks)

- 4A. What is meant by handling capacity of lift? How is it calculated?
4B. What are the factors to be assessed for ensuring quality of service of lifts in a building?

((2+2)+6 = 10 marks)

- 5A. Write a short note on Active Fire Protection system.
5B. Explain in detail concept of Fire tower with relevant sketches.

(5+5 = 10 marks)

- 6A. Explain the stages in evolution of lifts.
6B. What are the consideration for designing a building to maximise daylight?

(5+5 = 10 marks)



Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC 311 - BUILDING SERVICES III
(2014/2010 SCHEME)

Tuesday, November 26, 2019

Time: 10:00 - 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE questions.
✍ Support your answers with neat sketches wherever it is required.

- 1A. Explain in detail the components in a Compression Refrigeration Cycle and their functions.
1B. What is ventilation? What are the factors affecting ventilation? Explain briefly.
(6+4 = 10 marks)
- 2A. Explain in detail the classification of typical ductable packaged AC Systems with sketches.
2B. Explain the design considerations for Noise control in HVAC system.
(6+4 = 10 marks)
- 3A. Differentiate the following phenomena with reference to acoustic performance of buildings:
i) Echo ii) Flutter Echo iii) Creep
3B. Explain how structure borne noise can be controlled through design and planning.
(6+4 = 10 marks)
- 4A. Differentiate between the acoustical considerations for the design of auditoriums and sound recording studios.
4B. What is sound absorption coefficient of a material? Explain the sound absorbing treatment of walls with the help of sketches.
(6+4 = 10 marks)
- 5A. Explain how fire safety in a building can be enhanced by building automation systems.
5B. Explain the strategy for energy management in lighting control with reference to intelligent buildings.
(6+4 = 10 marks)
6. Write short notes on any FOUR of the following:
- 6A. Reticulated Gas System
6B. Wavelength and Frequency of Sound
6C. Sabine's formula
6D. Types of diffusers
6E. Cooling Tower in Air Conditioning systems
(2½ marks × 4 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC-14-311 : PRINCIPLES OF URBAN DESIGN
(2014 SCHEME)

Friday, November 15, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

✍ Answer ANY FIVE full questions.

✍ Answer all parts of a question.

- 1A. Explain the concept of custodianship and collaboration in urban design with examples.
1B. Illustrate and explain through sketches the needs, wants and wishes of users in a commercial street.

((2 marks × 2)+(2 marks × 3) = 10 marks)

- 2A. What is mental mapping? Explain its importance in urban studies.
2B. What is the main objective of Public participation in urban design?
2C. What is the difference between Top down and Bottom up approach in urban design?

((2+4)+2+2 = 10 marks)

- 3A. What is road hierarchy in urban transport? Explain the advantages of Grid pattern over Organic pattern in road network of a city.
3B. Explain a feeder system in a metropolitan city for encouraging sustainable transportation.

((2+4)+4 = 10 marks)

- 4A. What is Permeability study? Explain the role of permeability study in understanding of an urban context.

4B. Explain any TWO of the following with example:

- i) All-of-a-piece Urban Design
- ii) Piece-by-piece Urban Design
- iii) Plug-in Urban design

((2+3)+(2½ marks × 2) = 10 marks)

- 5A. Explain the difference between garden city and satellite town.
5B. Explain the character of New Urbanism on Regional, Neighbourhood and Block level respectively.

(4+(2 marks × 3) = 10 marks)

6. Suggest five tactical urban design ideas through concepts and sketches for streets during festival in a city.

(2 marks × 5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIRST SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC-14-111 – PRINCIPLES OF ENVIRONMENTAL DESIGN
(2014 SCHEME)

Friday, November 15, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE questions.
- ✍ Support the answers with sketches wherever necessary.

1. Define the term built environment. Highlight its major components.
(6+4 = 10 marks)
2. Define urbanization. Highlight its causes and impacts on environment.
(4+6 = 10 marks)
3. Define carbon footprint. What are its main causes?
(5+5 = 10 marks)
4. What is earth-sheltered buildings? What are the factors affecting such buildings?
(5+5 = 10 marks)
5. Explain briefly the retrofitting of buildings and architectural design considerations for buildings in disasters prone areas.
(5+5 = 10 marks)
6. Explain the measures taken to control water pollution from non-point sources.
(10 marks)



Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION
SECOND SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC-14-110 – HISTORY OF BUILT ENVIRONMENT – II
(2014 SCHEME)

Friday, November 15, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ **Answer any FIVE of the following.**
✍ **Support your answers with sketches.**

1. What are the key components of the Early Christian Architecture? Explain with sketches and example.

(10 marks)

2A. Explain Key features of Byzantine architecture.

2B. Explain their role in Hagia Sophia with sketches.

(5+5 = 10 marks)

3. **Write short notes on:**

3A. Chancel

3B. Stained Glass

3C. Choir

3D. Transept

3E. Buttresses

(2 marks × 5 = 10 marks)

4. Explain the prime features of Romanesque Architecture with example.

(10 marks)

5. **Write short notes on any TWO of the following:**

5A. Baroque Architecture

5B. Neo Classicism

5C. Art & Craft Movement

(5+5 = 10 marks)

6. **Write short notes on any FOUR of the following:**

6A. Industrial Revolution

6B. Art Deco

6C. Vernacular Architecture

6D. De-Constructionism

6E. Minimalism

(2½ marks × 4 = 10 marks)



Question Paper

Exam Date & Time: 15-Nov-2019 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B.ARCH DEGREE EXAMINATION - NOVEMBER 2019
SUBJECT: ENVIRONMENTAL SCIENCE (AR 1016)
(2019 SCHEME)

Friday, November 15, 2019 (14:30 - 17:30)

Marks: 50

Duration: 180 mins.

- * Answer ALL questions.
- * Answer all parts of a question.
- * Support your answers with neat sketches wherever necessary.

- | | | |
|-----|--|-----|
| 1A) | Explain the term "Disaster". What are the phases of disaster management?
(2+4 = 6 marks) | (6) |
| 1B) | With the help of examples, explain in-situ and ex-situ conservation of biodiversity. | (4) |
| 2A) | Name any three causes of water pollution. | (3) |
| 2B) | Explain the primary objectives of Montreal and Kyoto Protocol. | (4) |
| 2C) | Name any three methods of waste disposal. | (3) |
| 3A) | Infer that 'Indian culture plays important role in Environmental Conservation' with the help of two examples.
(3+3 = 6 marks) | (6) |
| 3B) | Define Land Degradation and explain the causes of land degradation.
(2+2 = 4 marks) | (4) |
| 4A) | List any four biogeographical regions of India.
($\frac{1}{2}$ marks \times 4 = 2 marks) | (2) |
| 4B) | Explain biodiversity and its types. | (3) |
| 4C) | i) What are the three causes of Soil Erosion.
ii) Name any four Soil conservation practices
(3+2 = 5 marks) | (5) |
| 5A) | Explain the following (with sketches):
i) Hydrosphere
ii) Atmosphere
iii) Biosphere
(2 marks \times 3 = 6 marks) | (6) |
| 5B) | What is difference between biotic and abiotic component of ecosystem? | (4) |

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Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT ARC-14-109: HISTORY OF BUILT ENVIRONMENT – I (2014 SCHEME)
ARC 107 : HISTORY OF ARCHITECTURE I (2010 SCHEME)

Wednesday, November 13, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Attempt any FIVE of the following.
✍ Support your answers with neat sketches wherever required.

1. Write short notes on any FOUR of the following. Support your answer with sketches wherever required.

- 1A. Ziggurat
- 1B. Building materials in ancient Mesopotamian Civilization
- 1C. Ishtar Gate
- 1D. The Hammurabi Code
- 1E. Throne Hall in Persepolis

(2½ marks × 4 = 10 marks)

2A. Explain on the Pyramid complex of Giza with the help of neat sketches.

2B. Write a short note on the following with the help of neat sketches:

- i) Bent pyramid
- ii) Courts of Egyptian temple complexes

(7+1½+1½ = 10 marks)

3. Discuss with the help of neat sketches the characteristic features of any TWO orders in Greek architecture.

(5+5 = 10 marks)

4A. Explain the architectural features of Parthenon with neat sketches.

4B. Briefly explain the key differences between the Mycenaean and the Hellenic Period with suitable sketches.

(5+5 = 10 marks)

5A. Describe in brief the typical architectural characteristics of Roman forum. Illustrate with sketches the Forum of Trajan in Rome.

5B. Discuss the following:

- i) The Great bath
- ii) Granary

(5+2½+2½ = 10 marks)

6A. Draw a neat sketch of Pantheon, Rome and label the parts.

6B. Explain the term 'Entasis' with reference to Greek temples.

(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIRST SEMESTER B. ARCH. DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ARC -14-107 – BUILDING MATERIALS
(2014 SCHEME)

Monday, November 11, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE questions from the following.
- ✍ Answer all parts of a question.
- ✍ Give sketches wherever necessary.

1A. What are the selection criteria for a Quarry Site? Explain two methods of quarrying with relevant sketches.

1B. Explain the importance of the constituents in cement.

(5+5 = 10 marks)

2A. What are the properties of a good quality clay?

2B. Explain the classification of Ferrous Metals. Give examples for their application.

(5+5 = 10 marks)

3A. Specify and elaborate any five qualities of good timber.

3B. What is lime as building material? Discuss the manufacturing of lime.

(5+5 = 10 marks)

4A. Explain any two types of Special mortars with their application.

4B. Briefly explain the defects in steel.

(4+6 = 10 marks)

5A. Define plastics. Mention the application of plastics.

5B. Mention any four types of paints. Explain any two in detail.

(5+5 = 10 marks)

6. Write short notes on any TWO:

6A. Terracotta Blocks

6B. Plywood

6C. Laminated Glass

(5+5 = 10 marks)



Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION
FIRST SEMESTER M.A. (ID) DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: MID 605 – RESEARCH METHODS FOR INTERIOR DESIGN
(2016 SCHEME)

Monday, November 18, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Illustrate with examples, wherever necessary.

- 1A. Explain in brief about the significance of Ethics in Social Research.
- 1B. Suppose a researcher wants to conduct a survey to determine the living conditions of cancer patients in the hospitals, then discuss the personal involvement problems, they would face and how those might be avoided.

(5+5 = 10 marks)

2. Think of a problem in the interior spatial environment of your studio which is hindering your working. Frame a research question and outline the process as to how you can study the same.
- (10 marks)

3. Describe the steps involved in Behavioural Mapping with a suitable example.
- (10 marks)

- 4A. Make up three questionnaire items to measure the attitudes of Design students towards the submissions of the assignment- that would probably form a Likert scale.

- 4B. Differentiate between time sampling and event sampling.

(6+4 = 10 marks)

5. Explain the methods of analysis with examples:

- 5A. Qualitative data
- 5B. Quantitative data

(5 marks × 2 = 10 marks)

6. Write brief notes on each of the following:

- 6A. Triangulation
- 6B. Graphical Representation of data analysis
- 6C. Exploratory Research
- 6D. Unstructured Interviews

(2½ marks × 4 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER M.A. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: MID 603 – DESIGN THINKING AND ANALYSIS
(2016 SCHEME)

Wednesday, November 20, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Illustrate the answer with sketches and flow chart if needed.

1. Explain the difference between design thinking and scientific method.
(10 marks)
2. What is lateral thinking, traditional thinking and vertical thinking and give examples for each.
(10 marks)
3. Explain how design thinking could help solve problem in the following fields:
3A. Business
3B. Health care
(5+5 = 10 marks)
4. Explain the importance of 5 Why's concept.
(10 marks)
5. Explain the following terms in detail about a brand:
5A. Story line
5B. Funding
5C. Advertisements
5D. Marketing
(2½ marks × 4 = 10 marks)
6. Explain inductive reasoning with a help of example.
(10 marks)



Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: BID 313 – DESIGN OF ACCESSORIES
(2015 SCHEME).

Tuesday, November 19, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any FULL FIVE questions.

✍ Answer all parts of a question.

1. Design an Umbrella Stand, explain the concept with sketches and illustrate the design process. Also write the materials used.
(6+4 = 10 marks)
2. What is Design thinking process? Illustrate and explain.
(5+5 = 10 marks)
3. What are different ways of making a design modular? Explain with examples.
(5+5 = 10 marks)
4. Give five examples of Accessory Design.
(2 marks × 5 = 10 marks)
5. Design a Planter in terracotta. Illustrate with sketches the concept and design.
(5+5 = 10 marks)
6. Describe the design Philosophy of Good Earth, and illustrate through some examples.
(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: BID 307 – DESIGN MANAGEMENT
(2015 SCHEME)

Friday, November 15, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.

1. What do you mean by Business? Explain the business marketing strategies briefly.
(2+8 = 10 marks)

- 2A. What do you mean by Interior Design?
2B. Briefly explain the 7 elements of Interior design.
(3+7 = 10 marks)

- 3A. What is a Client Relationship Cycle (CRC)?
3B. Briefly explain any two types of traditional designer-client relationship.
(5+5 = 10 marks)

- 4A. What things are mandatory for setting up an office?
4B. What are the types of working style in an office?
(5+5 = 10 marks)

5. Briefly explain what all the duties of an Interior Designers are.
(10 marks)

- 6A. Who is project Manager?
6B. What responsibilities a Project manager executes in a project?
(2+8 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: BID 405.2 – INTERIOR GRAPHICS AND SPACE TRANSFORMATION
(2015 SCHEME)

Monday, November 18, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer any full FIVE questions.

✍ Answer all parts of a question.

1A. What is experiential graphic design? Illustrate with an example.

1B. Explain the importance of wayfinding in interior design.

((3+2)+5 = 10 marks)

2A. Elaborate on positioning the signage.

2B. What are the basic principles for colour contrast sign?

(5+5 = 10 marks)

3A. Explain the importance of symbols in signages. Illustrate graphical representation of any two signages.

3B. What are the typographic considerations in signage for non-sighted and low sighted people?

((3+2)+5 = 10 marks)

4. Briefly explain:

4A. Electronic message displays

4B. Stock sign hardware system

(5+5 = 10 marks)

5A. What are the characteristics for materials used in signages?

5B. List the different methods for obtaining information in signage planning.

(5+5 = 10 marks)

6. Discuss about five different types of wayfinding systems.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: BID 405.1 – GREEN INTERIORS – (ELECTIVE – II)
(2015 SCHEME)

Monday, November 18, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Support with sketches wherever necessary.

1A. Name any five global impacts which sustainable practice has an influence.

1B. Discuss Bamboo as a sustainable building material with uses, characteristics, advantages and disadvantages.

(5+5 = 10 marks)

2A. Explain the term biophilia.

2B. Discuss the application of Green techniques in commercial space.

(3+7 = 10 marks)

3. Explain any one green building rating system and discuss its various categories.

(5+5 = 10 marks)

4A. Write short note on:

- i) Inert waste ii) Non inert waste

4B. Write a short note on energy management stating its importance.

(3+7 = 10 marks)

5. Write short note on following:

5A. Embodied energy

5B. Thermal comfort

5C. VOC

5D. Sick building syndrome

(2½ marks × 4 = 10 marks)

6. Explain any five criteria while making any furniture sustainable for interiors.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: BID 311 – INTRODUCTION TO MARKETING
(2015 SCHEME)

Thursday, November 21, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✗ Answer any FULL FIVE questions.
- ✗ Answer all parts of a question.
- ✗ Any missing data to be assumed suitably.

1A. What is the classical definition of marketing? Explain the core values mentioned in the above definition.

1B. Briefly explain the porter value chain analysis with the help of an example.

(5+5 = 10 marks)

2A. Write a note on marketing mix.

2B. Explain the steps involved in consumer decision making/buying process.

(5+5 = 10 marks)

3A. What are the different levels of market segmentation? Explain.

3B. Explain the patterns of market segmentation based on needs.

(5+5 = 10 marks)

4. With a neat diagram, explain the steps in marketing information system.

(10 marks)

5. Explain with an example the nature and contents of a marketing plan.

(10 marks)

6A. What are the various roles people take in the context of buying behaviour? Explain.

6B. Explain any two characteristics of business markets.

(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
FIFTH SEMESTER B.DES (ID) DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: BID 315 – PRODUCT GRAPHICS
(2015 SCHEME)

Thursday, November 21, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.

1. Draw the logo for Chumbak and Miniso. Give reasoning for the colour scheme and graphic.
(5+5 = 10 marks)
2. What is Gestalt theory? Describe any four principles.
(2+(2 marks × 4) = 10 marks)
3. Design a square poster for advertising Fastrack on Instagram. Explain your design and justify use of colours, forms, typography and other graphics used.
(6+4 = 10 marks)
4. Design packaging graphics for a Head Phones. Illustrate with sketches and justify the use of colours and graphic.
(6+4 = 10 marks)
5. Design a Graphic Language for a Designer Daily Planner. Illustrate your design elements with neat sketches.
(5+5 = 10 marks)
6. Do the typography illustration for the phrase “Own Who You Are”.
(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

**SUBJECT: ID 4112 – DESIGN JOURNALISM – ELECTIVE 3
(2018 SCHEME)**

Monday, November 11, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer ALL questions.
- ✍ Answer all parts of a question.

1. Briefly explain various departments of Newsroom structure. (10 marks)
2. Briefly explain different types of News sources and their importance for the story. (10 marks)
3. If you were assigned to work on the following story, how would you, as a journalist, approach it? Give details of information you would seek from individuals, officials and organization.
“Food joints in Manipal” (10 marks)
4. Write short notes on:
 - 4A. Broadsheets
 - 4B. Graphics
 - 4C. Photographs
 - 4D. Captions(2½ marks × 4 = 10 marks)
5. Briefly explain principles of layout and how they help in creating a good layout. (10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ID 4109 – APPLIED SCIENCE IN INTERIORS – ELECTIVE 2
(2018 SCHEME)

Tuesday, November 19, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer ALL questions.
- ✍ Answer all parts of a question.
- ✍ Support your answers with suitable sketches wherever required.

1A. What is a design theory? How it is different from scientific theory?

1B. What are the different steps / sequences involved in a design process / method?

((2+3)+5 = 10 marks)

2A. What do you mean by design thought process? What are the four different steps involved in a design thought process?

2B. Explain any two of them in detail.

((1+4)+5 = 10 marks)

3A. Define patterns. How it is applied in design?

3B. How is it important in nature and in design?

3C. Explain with any suitable example.

((2+2)+3+3 = 10 marks)

4A. What is bio-morphology?

4B. How is it different from bio-mimicry? Explain with any suitable examples.

4C. How it is applied in design? Explain with any suitable example.

(2+(2+2)+(2+2) = 10 marks)

5A. What do you mean by function and form in design? How it is related to each other?

5B. Form follows function or vice versa, which one is apt for a design and why?

5C. How is it applied in design? Explain with any suitable examples.

((2+2)+(1+2)+3 = 10 marks)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ID 4110 – SPATIAL NARRATIVES – ELECTIVE 2
(2018 SCHEME)

Tuesday, November 19, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer all FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Explain with the help of neat sketches wherever necessary.

1A. Explain Spatial thinking and Conceptual thinking.

1B. Explain Narration and storytelling.

(4+6 = 10 marks)

2. Make a poster telling your story of first day in college.

(10 marks)

3A. As an interior designer, what all tools are required to express your experience about a space?

3B. Explain with sketches.

(3+7 = 10 marks)

4A. What do you understand by Spatial Narratives in Traditional Indian Architecture?

4B. Explain with two relevant examples.

(4+6 = 10 marks)

5. By looking at the following picture, create a narrative around this picture. Describing about the time, space, society, living condition.



(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: BID 203 – BUILDING CONSTRUCTION AND MATERIALS – III
(2015 SCHEME)

Wednesday, November 20, 2019

Time: 10:00 – 14:00 Hrs.

Max. Marks: 50

- ✍ Question Number 1 is Compulsory.
- ✍ Attempt any THREE out of Question number 2, 3, 4 & 5.
- ✍ Illustrate with neat sketches and examples wherever required.

1. Design a false ceiling for a retail store measuring (5×4) m. The following drawings should be clearly detailed to a suitable scale.

- 1A. Reflected ceiling plan with light fixtures and aesthetic features
- 1B. Plan with furniture layout
- 1C. Sections
- 1D. Three fixing details

(6+4+4+6 = 20 marks)

2. What are the differences between the following? Select any FIVE.

- 2A. Staircase tread and riser
- 2B. Hand rail and balustrade
- 2C. Ceramic tile and Vitrified tile
- 2D. Framed and Load bearing structure
- 2E. Skirting and Nosing
- 2F. Flooring Tile and Cladding Tile

(2 marks × 5 = 10 marks)

3A. List out the various types of steel sections that are available in the market.

3B. Discuss in detail their sizes, properties and application in construction.

(5+5 = 10 marks)

4. Sketch the following details for a spiral staircase for a room height of 3.6m clear.

- a) Plan b) Sectional Elevation c) Handrail with balustrade

(4+3+3 = 10 marks)

5. Write a brief note on the following and their application in the interior design.

- a) Lead b) Cast Iron c) Asbestos d) Copper

(2½ marks × 4 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION
THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019
SUBJECT: ID 2102 – PRODUCT DESIGN
(2018 SCHEME)

Thursday, November 21, 2019

Time: 10:00 – 16:00 (6 Hrs.)

Max. Marks: 50

INSTRUCTIONS:

- ✗ The sitting of 6 hours is continuous at the end of which the candidate shall submit drawings as indicated.
- ✗ No sheets will be allowed to be taken out of or into the examination hall.
- ✗ Non – messy snacks are permitted to be taken by students during examination.
- ✗ Answers shall be drawn and written on drawing sheets only.
- ✗ The medium of presentation, - i.e. Pencil, Crayon, Ink. etc. is left to the choice of the candidate.
- ✗ Use of any gadgets such as mobile phones, laptop etc are strictly forbidden.
- ✗ Assume suitable data wherever necessary.
- ✗ Sketches should be neat and proportionate.

DESIGN A VERSATILE LAPTOP CUM WORKING TABLE WHICH CAN BE USED
WHILE SITTING ON A BED.

1. Elaborate on the design functions and aspects that have to be considered while designing a laptop cum working table. Illustrate through various sketches.
(5 marks)
2. Develop a design concept for your laptop cum working table which is versatile in nature especially for work at home users.
Note: The details of the facilities is up-to the students. The product must have a minimum of two or more unique functions.
(4+8+8 = 20 marks)
3. Illustrate the finalized concept of the product through a **rendered Isometric view**.
(The design must be sketched to proportion)
(2+6 = 8 marks)
4. **Draw:**
 - 4A. Detailed plan
 - 4B. 1 elevation
 - 4C. 1 section and
 - 4D. Exploded view of your design(Assume the necessary dimensions and anthropometrics for your product and sketch them to proportion. Specify the materials used.)
(2+2+3+3 = 10 marks)
5. Elaborate on the materials used for the table along with the manufacturing process used to achieve the design.
(5+2 = 7 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

**SUBJECT: BID 209 – HISTORY AFTER REVOLUTIONS – A PERSPECTIVE INTO INTERIORS
(2015 SCHEME)**

Saturday, November 23, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Q.No.1 is compulsory.
- ✍ Answer any THREE complete questions from Q.no 2, 3, 4 & 5.
- ✍ Support the answers with relevant sketches.

1. Design a conceptual interior using Minimalism for a Living room. Deliverables to be included: Design Brief, Justification of the given style, Minimum two sketches denoting the scope of interior. Assume suitable data wherever necessary.

(5+5+10 = 20 marks)

2. Explain the following:

- 2A. Eclecticism
- 2B. Rococo Furniture

(5+5 = 10 marks)

3. Sketch and explain the following:

- 3A. Red & Blue Chair
- 3B. Chaise Lounge Chair

(5+5 = 10 marks)

4. Explain the five points of Modern architecture by Le Corbusier.

(10 marks)

5. Explain the design philosophy of Laurie Baker with an example.

(10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ID 4113 – ADVANCED MATERIALS – ELECTIVE 3
(2018 SCHEME)

Monday, November 11, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

✍ Answer ALL questions.

✍ Answer all parts of a question.

1A. Give two examples for artificial flooring material.

1B. What are the adverse effects of quarrying on environment?

1C. Discuss on the benefits of reusing and recycling construction wastes.

(2+5+3 = 10 marks)

2A. Explain the importance of green building rating systems in construction.

2B. Explain briefly about any two green building rating systems.

(5+5 = 10 marks)

3A. List five types of Luminaires.

3B. List any five types of wall finishes.

(5+5 = 10 marks)

4A. List any five properties of stainless steel.

4B. Define fenestration. Explain briefly on any two types of fenestration.

(5+(1+4) = 10 marks)

5A. What are the characteristic properties of Transparent aluminium? List any two applications.

5B. List the parameters to be considered while selecting a flooring children's indoor recreation centre.

((3+2)+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: ID 2103 – INTERIOR SERVICES - I (2018 SCHEME)

Wednesday, November 13, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer ALL FIVE questions.
- ✍ Sketch wherever required.

1. Define the terms and give examples for the following:(Any FOUR):

- 1A. Reverberation
- 1B. Echo
- 1C. Amplitude
- 1D. Frequency
- 1E. Wavelength

(2½ marks × 4 = 10 marks)

2. Demonstrate the importance of the following with examples in interiors of residential design.

- 2A. Natural Light and Artificial Light
- 2B. Telephone and Wi-Fi

(5+5 = 10 marks)

3A. Briefly describe the classification of lighting.

3B. Identify the methods used in modern lighting design.

(4+6 = 10 marks)

4. Explain the Casing-Capping method and Conduit method of Wiring along with sketches.

(5+5 = 10 marks)

5. Analyse the differences in the mechanism of VAR & VCR cycles in HVAC Systems.

(5+5 = 10 marks)



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MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. DES (ID) DEGREE EXAMINATION - NOVEMBER 2019
SUBJECT: HISTORY OF WORLD ART & INTERIOR DESIGN (ID 1104)
(2018 SCHEME)

Monday, November 18, 2019 (10:00 - 13:00)

Marks: 50

Duration: 180 mins.

- * Answer ALL questions.
- * Answer all parts of a question.
- * Include neat, labelled sketches wherever necessary.

- 1A) Discuss the impact of religious beliefs and culture in Egyptian art. (5)
- 1B) Explain in brief the votive figures of Mesopotamia. (2.5)
- 1C) Describe the features of a typical mosque. (2.5)

2) Write short notes on:

- 2A) Greek Pottery (2.5)
- 2B) Balinese residence architecture (2.5)
- 2C) African prints and patterns (2.5)
- 2D) Roman Mosaic art (2.5)

Answer all the questions.

- 3A) Describe the features of a Gothic church and the ornamentation used in them. (5)
- 3B) Discuss the features of St. Peters, Rome highlighting the features from renaissance and Baroque. (5)
- 4A) Explain with an example, the deconstruction style of architecture. (5)
- 4B) Discuss the characteristic features of Antoni Gaudi's designs. (5)

5) Design a reception table for a hotel reception area assuming any one of the following theme:
AFRICAN OR ISLAMIC.

- 5A) Design Brief (3)
- 5B) Detailed sketches emphasising the design and details. (7)

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Reg. No.: _____



MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. DES (ID) DEGREE EXAMINATION - NOVEMBER 2019
SUBJECT: HISTORY OF WORLD ART & INTERIOR DESIGN (ID 1104)
(2018 SCHEME)

Monday, November 18, 2019 (10:00 - 13:00)

Marks: 50

Duration: 180 mins.

- * Answer ALL questions.
- * Answer all parts of a question.
- * Include neat, labelled sketches wherever necessary.

- | | | |
|-----|--|-------|
| 1A) | Discuss the impact of religious beliefs and culture in Egyptian art. | (5) |
| 1B) | Explain in brief the votive figures of Mesopotamia. | (2.5) |
| 1C) | Describe the features of a typical mosque. | (2.5) |

2) Write short notes on:

- | | | |
|-----|---------------------------------|-------|
| 2A) | Greek Pottery | (2.5) |
| 2B) | Balinese residence architecture | (2.5) |
| 2C) | African prints and patterns | (2.5) |
| 2D) | Roman Mosaic art | (2.5) |

Answer all the questions.

- | | | |
|-----|--|-----|
| 3A) | Describe the features of a Gothic church and the ornamentation used in them. | (5) |
| 3B) | Discuss the features of St. Peters, Rome highlighting the features from renaissance and Baroque. | (5) |
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| 4B) | Discuss the characteristic features of Antoni Gaudi's designs. | (5) |

5) Design a reception table for a hotel reception area assuming any one of the following theme:
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- | | | |
|-----|---|-----|
| 5A) | Design Brief | (3) |
| 5B) | Detailed sketches emphasising the design and details. | (7) |

-----End-----

Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

**SUBJECT: BID 105 – HISTORY OF WESTERN CIVILIZATIONS – A PERSPECTIVE INTO INTERIORS
(2015 SCHEME)**

Wednesday, November 20, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE complete questions.
- ✍ Support the answers with relevant sketches.

1. Elaborate on following with sketches:

- 1A. Cradle of Civilization
- 1B. Mayan Civilization

(5+5 = 10 marks)

2. Explain briefly on any five types of Egyptian Furniture with sketches.

(2 marks × 5 = 10 marks)

3. Explain with sketches (Any FOUR):

- 3A. Doric Order
- 3B. Andronitis
- 3C. Kline
- 3D. Insulae
- 3E. Lectus
- 3F. Cathedra

(2½ marks × 4 = 10 marks)

4A. Explain the importance of Byzantine Art.

4B. Explain the characteristics of Renaissance Furniture.

(4+6 = 10 marks)

5. Illustrate the following:

- 5A. Drum Column
- 5B. Flying Buttress
- 5C. Renaissance Bed
- 5D. Escabelle

(2½ marks × 4 = 10 marks)

6. Differentiate between:

- 6A. Shouji & Fusuma
- 6B. Romanesque and Gothic Interiors

(5+5 = 10 marks)



Reg. No.

MANIPAL SCHOOL OF ARCHITECTURE AND PLANNING

(Constituent Institute of Manipal Academy of Higher Education, Manipal – 576 104)

I SEMESTER B.DES. (FD) DEGREE EXAMINATION NOVEMBER- 2019**SUBJECT: FD 1102: FASHION ILLUSTRATION I****Time: 3 hours****Max. Marks: 50**

Instructions to Candidates:

- ❖ All questions are compulsory.
- ❖ Neatness and Measurements are necessary.
- ❖ Write the Registration no. on your drawing sheet only.
- ❖ You can use any medium to render and draw.

Q.no	Question description	Marks	CO Mapping	Level C,P
Q. 1.	Sketch a 9 head female Robot figure.	10	CO1	Factual C3, P3
Q. 2.A	Draw and Render the following garment components. a) Any one basic necklines and label it b) Any one basic yoke and label it c) Any one basic pocket and label it d) Any one pair of sleeves and label it	1+1=2 1+1=2 1+1=2 1+1=2	CO3, CO4 CO3, CO4 CO3, CO4 CO3, CO4	Factual/Conceptual C3, P3 C3, P3 C3, P3 C3, P3
Q. 3.A	Illustrate and render 9 head Male or Child figure.	5+5=10	CO1, CO2	Factual/Conceptual C3, P3
Q. 3.B	Design a garment for the 9 head female figure with appropriate garment components. Finish the illustration with proper background. a) Draw 9 head female figure b) Render the 9 head female figure c) Garment component drawing. d) Garment component rendering. e) Background	3 4 0.5 4 0.5	CO1 CO2 CO3 CO4 CO5	Procedural Cognitive C3, P3 C6, P4
Q. 4.	Viva	2 2.5 0.5	CO1 CO3 CO5	Factual/Conceptual
Q. 5.	Portfolio	5	CO5	Procedural Cognitive

Reg. No.

MANIPAL SCHOOL OF ARCHITECTURE AND PLANNING
(Constituent Institute of Manipal Academy of Higher Education, Manipal – 576 104)

I SEMESTER B.DES. (FD) DEGREE EXAMINATION NOVEMBER- 2019

SUBJECT: FD 1102: FASHION ILLUSTRATION I

Time: 3 hours

Max. Marks: 50

Instructions to Candidates:

- ❖ All questions are compulsory.
- ❖ Neatness and Measurements are necessary.
- ❖ Write the Registration no. on your drawing sheet only.
- ❖ You can use any medium to render and draw.

Q.no	Question description	Marks	CO Mapping	Level C,P
Q. 1.	Sketch a 9 head female Robot figure.	10	CO1	Factual C3, P3
Q. 2.A	Draw and Render the following garment components. a) Any one basic necklines and label it b) Any one basic yoke and label it c) Any one basic pocket and label it d) Any one pair of sleeves and label it	1+1=2 1+1=2 1+1=2 1+1=2	CO3, CO4 CO3, CO4 CO3, CO4 CO3, CO4	Factual/Conceptual C3, P3 C3, P3 C3, P3 C3, P3
Q. 3.A	Illustrate and render 9 head Male or Child figure.	5+5=10	CO1, CO2	Factual/Conceptual C3, P3
Q. 3.B	Design a garment for the 9 head female figure with appropriate garment components. Finish the illustration with proper background. a) Draw 9 head female figure b) Render the 9 head female figure c) Garment component drawing. d) Garment component rendering. e) Background	3 4 0.5 4 0.5	CO1 CO2 CO3 CO4 CO5	Procedural Cognitive C3, P3 C6, P4
Q. 4.	Viva	2 2.5 0.5	CO1 CO3 CO5	Factual/Conceptual
Q. 5.	Portfolio	5	CO5	Procedural Cognitive