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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)

