**Ph.D. COMMON ENTRANCE TEST**

**SUBJECT – CREATIVITY & DESIGN**

**Application No:**

**PART B**

**Duration: 60 minutes Maximum Marks: 50**

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| **Instructions:**1. **This entrance test question paper is not to be taken out of the examination hall**
2. **Part B Question paper consists of Section A and Section B**
3. **Section A consists of 30 MCQs carrying 1 Mark each. Put a tick (√) mark against the correct answer.**
4. **Section B consists of Descriptive questions carrying 5 marks each. Restrict your answer to 500 words. Additional plain sheets have been attached to the question paper to answer Section B**
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**SECTION – A**

**Answer the following by using tick (√) mark against the correct answer: 30 X 1 = 30**

**Answer all the questions**

1. Design is a
2. Process
3. Outcome
4. Both
5. None of the above
6. Design is
7. User-centred
8. Manufacturer-centred
9. Developer-centred
10. Distributor-centred
11. Primary colours are
12. Red, Green, Blue
13. Cyan, Magenta, Yellow, Black
14. Red, Blue, Yellow
15. White, Black, Grey
16. Purple Green and Orange are
17. Tertiary colors
18. Secondary colors
19. Primary colors
20. Digital colors
21. Pick the odd combination out of the following combinations?

 A. Point Line Balance

 B. Unity Balance Contrast

 C. Line Shape Form

 D. Emphasis Movement Pattern

1. Regular repetitions of a design element to create interest is called

 A.  Balance

 B.  Unity

 C.  Cohesion

 D.  Rhythm

1. Mixing \_\_\_\_\_\_\_\_\_\_ with a color creates tints and mixing \_\_\_\_\_\_\_\_\_\_ creates shades.

 A. Black, Grey

 B. Grey, White

 C. White, Black

 D. Black, White

1. The colour property of a colour is called.

 A. Value

 B. Hue

 C. Intensity

 D. None of the above

1. While sketching, to create an illusion of depth we use\_\_\_\_\_\_\_\_\_\_\_.

 A.  Shading

 B.  Texturing

 C.  Perspective

 D. Contrast

1. Pick the odd combination out of the following combinations?

 A. Shape Texture Form

 B. Emphasis Balance Contrast

 C. Line Pattern Shape

 D. Rhythm Movement Pattern

1. What is Triple Bottom Line in sustainability

 A.  People, Planet, Pluto

 B.  People, People, People

 C.  Profit, Loss, Investment

 D.  Planet, Profit, People

1. These are the three dimensions of sustainable development

 A. Environment, Ecology, Economy

 B. Society, Economy, Environment

 C. Economy, Astronomy, Environment

 D. Industry, Forests, Community

 13. The author of the book Design of Everyday Things is\_\_\_\_\_\_\_\_\_\_\_\_:
 A. Donald Schon
 B. Noam Chomsky
 C. Don Norman
 D. Bertrand Russell

 14. The concept of a Design Studio is propounded by \_\_\_\_\_\_\_\_\_\_\_\_\_\_:
 A. B V Doshi
 B. Donald Schon
 C. Don Norman
 D. Dieter Rams

 15. \_\_\_\_\_\_\_\_\_\_\_\_\_\_is a feasible \_\_\_\_\_\_\_\_\_\_\_\_\_:
 A. Idea, concept
 B. Concept, goal
 C. Concept, idea
 D. Idea, goal

 16. Choose the correct option below:
 A. Not all creative outcomes are innovations
 B. All innovations are creative
 C. Innovations are humanly acceptable creative outcomes
 D. All of the above

 17. As a process, Design is \_\_\_\_\_\_\_\_\_\_

1. linear
2. never linear
3. iterative
4. impulsive

 18. Design Thinking is a

 A. process to think about design

 B. process to design one’s thinking

 C. process that puts user and his interests at the centre

 D. process that puts design outcome at the centre

 19. Dieter Rams as an industrial designer, significantly strived for

 A. complexity

 B. simplicity

 C. superfluity

 D. fluidity

###  20. Design Research in India was initiated formally at

 A. IIT Bombay

 B. IISc Bangalore

 C. NID Ahmedabad

 D. IIT Delhi

 21. B.Des., the Bachelor of Design degree is initiated by

 A. IIT Bombay

 B. IIT Delhi

 C. NID Ahmedabad

 D. IIT Guwahati

 22. The conscious use of language as a story to communicate is called

1. Hyperbole
2. Rhetoric
3. Narrative
4. Debate

 23. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the process of making a model to be able to test user requirements -

1. User-testing
2. Inspection
3. Mule built
4. Prototyping

 24. A problem for which neither a solution or a known number of solutions can be found and we don’t know where/when to stop searching for a solution is called a\_\_\_\_\_\_\_\_\_.

1. Non-linear problem
2. Fuzzy problem
3. Wicked problem
4. Tame problem

 25. Find the correct chronological sequence of the words

1. creativity, innovation, design
2. design, innovation, creativity
3. innovation, design, creativity
4. creativity, design, innovation

 26. Generative Design is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ -

1. tool for automating the design process
2. tool for generating several designs given constraints
3. tool for incrementally generating better designs
4. All of the above

 27. Design Research is

 A. scientific only

 B. argumentative only

 C. reflective on its methods and open to appropriate methods

 D. critical about qualitative research and closed to its methods

 28. The author of the book, Design Methods: Seeds of Human Future is \_\_\_\_\_\_\_\_\_\_\_

A. Herbert Simon

B. J C Jones

C. Henry Dreyfuss

D. Steve McCormick

 29. The science of efficiency and comfort of human in the working environment is called\_\_\_\_\_\_\_

A. Occupational Safety

B. Human Study

C. Human Factors

D. Ergonomics

30. This design in the image is a -

1. Conversation
2. Spider
3. Juicer
4. Spaceship

**SECTION B**

**Answer any FOUR of the following. Each question carries 5 marks**

1. Describe the history of ‘design’, from craft and craftsmanship to technology and mass-production.
2. What do you understand by User-Centred Design?
3. Explain the difference between Interaction Design and Experience Design from a user’s perspective.
4. Describe in detail, design as a process?
5. What is the importance of prototyping in design? Elaborate
6. Elaborate how Computer Aided Design (CAD) has contributed or not contributed to design?

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