

University of Mumbai
Examination June 2021

Examinations Commencing from 1st June 2021

Program: **Information Technology**

Curriculum Scheme: Rev2016

Examination: BE Semester VIII

Course Code: ITDLO8041 and Course Name: UID

Time: 2 hour

Max. Marks: 80

Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1.	Which of these is not a usability goal?
Option A:	Effectiveness
Option B:	Safety
Option C:	Learnability
Option D:	Portability
2.	Which of the following is not a desirable aspect of the user experience?
Option A:	Engaging
Option B:	Pleasurable
Option C:	Fun
Option D:	Frustrating
3.	This is a term used to refer to an attribute of an object that allows people to know how to use it.
Option A:	Affordance
Option B:	Constraint
Option C:	Feedback
Option D:	Consistency
4.	This refers to designing interfaces to have similar operations and use similar elements for achieving similar tasks.
Option A:	Memorability
Option B:	Constraints
Option C:	Affordance
Option D:	Consistency
5.	In _____, the interviewer asks predetermined questions similar to those in a questionnaire.
Option A:	Focus Groups
Option B:	Unstructured interviews
Option C:	Structured interviews
Option D:	Semi-structured interviews
6.	A small trial run of the main study is called
Option A:	Triangulation
Option B:	Data Recording
Option C:	Pilot Studies
Option D:	Setting goals
7.	Requirements which describe what the product will do are called as
Option A:	Functional Requirements
Option B:	Non-Functional Requirements
Option C:	Constraints
Option D:	Surveys
8.	Shneiderman proposed how many golden rules?

Option A:	4
Option B:	8
Option C:	10
Option D:	7
9.	ISO Stands for
Option A:	International Organisation for Standardization
Option B:	International Organisation for standard
Option C:	Intercontinent Standard Organisation
Option D:	International Standard Organiser
10.	Which of these is not a standardized organization for setting design standards
Option A:	IEEE
Option B:	ISO
Option C:	NIST
Option D:	BSI
11.	Which of the following are most used in heuristic evaluation ?
Option A:	8 Golden Rules of Shneiderman
Option B:	10 Heuristics of Nielsen
Option C:	7 Principles of Norman
Option D:	15 Heuristics
12.	Which of these is not a principle to support usability
Option A:	Learnability
Option B:	Flexibility
Option C:	Robustness
Option D:	Efficiency
13.	In which stage of the interaction design process is the ideas/product demonstrated to the users?
Option A:	Establishing requirements
Option B:	Designing alternatives
Option C:	Prototyping
Option D:	Evaluation
14.	In which stage of the interaction design process does brainstorming of ideas take place?
Option A:	Establishing requirements
Option B:	Designing alternatives
Option C:	Prototyping
Option D:	Evaluation
15.	Which of the following is not an example of low fidelity prototype?
Option A:	3D printed to scale models
Option B:	Storyboarding
Option C:	Wireframes
Option D:	Wizard of Oz
16.	Case study of investigating a skier is done in which environment?
Option A:	Living labs.
Option B:	Laboratories.
Option C:	In the wild study.
Option D:	Home.

17.	Field study is done majorly in which type of evaluation?
Option A:	Controlled settings involving users
Option B:	Natural settings involving users.
Option C:	Any settings not involving users.
Option D:	Combining methods.
18.	Talking, typing, and swimming activities occur at _____
Option A:	visceral level
Option B:	behavioral level
Option C:	reflective level
Option D:	sensory level
19.	What is NOT component of conceptual model?
Option A:	The mapping between concepts and user experience
Option B:	The problem space
Option C:	The concepts
Option D:	The major metaphors and analogies
20.	_____ involves mental effort, attention, judgment, and decision-making, which can lead to new ideas and creativity.
Option A:	Experiential cognition
Option B:	Reflective cognition
Option C:	Perception
Option D:	Memory

Q2	Solve any Two Questions out of Three	10 marks each
A	<i>What are design principles? Explain with an example considering any application of your choice</i>	
B	<i>What is good and bad design.</i>	
C	<i>List key issues of data gathering sessions.</i>	

Q3	Solve any Two Questions out of Three	10 marks each
A	Explain DECIDE framework.	
B	Explain Heuristic Evaluation and Walk-Throughs.	
C	Draw and Explain Interaction Design Process.	