

(FOR THE CANDIDATES ADMITTED

23UAI6E4

DURING THE ACADEMIC YEAR 2023

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2026

Bsc Computer Science with AI & ML

MAXIMUM MARKS: 75

SEMESTER VI

TIME : 3 HOURS

PART - III

23UAI6E4– UI/UX DESIGN

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which stage comes first in Design Thinking?
a) Prototype b) Empathise c) Test d) Implement
2. UI mainly focuses on_____
a) User emotions b) Visual interface c) Business goals d) Data mining
3. A wireframe mainly represents_____
a) Database schema b) Layout structure c) Color palette d) Code logic
4. Persona is used to represent_____
a) System architecture b) Target users c) Testing results d) Coding standards
5. Flow diagrams are used to represent_____
a) Navigation structure b) Hardware components c) Software installation d) Data compression

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define UI patterns.
7. Define interaction design.
8. Explain the user persona.
9. State the purpose of wireframing.
10. State the importance of business goals in UX.

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Apply brainstorming methods to generate ideas for a website design.

(OR)

b) Demonstrate the process of convergent thinking in UI/UX design.

12. a) Apply typography principles in designing a mobile interface.

(OR)

b) Illustrate the role of branding in UI design.

13. a) Apply user research techniques to identify user requirements.

(OR)

- b) Demonstrate how UX methodology supports product development.

14. a) Illustrate sketching methods to design a low-fidelity prototype.

(OR)

- b) Develop a responsive web layout using wireframing tools.

15. a) Illustrate Identifying and writing problem statements.

(OR)

- b) Discuss how information architecture improves usability.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.K4 (Or) K5)

16. a) Compare the differences between UI and UX design with suitable examples.

(OR)

- b) Examine the stages involved in the Design Thinking process.

17. a) Create a UI layout applying design principles for a mobile app.

(OR)

- b) Analyze interaction principles used in user interface design.

18. a) Compare different UX research tools and techniques.

(OR)

- b) Create a UX research plan for a food delivery application.

19. a) Discuss the differences between low-fidelity and high-fidelity prototypes with suitable examples.

(OR)

- b) Analyze the process of creating wireflows, prototyping, and usability testing.

20. a) Discuss the role of personas and scenarios in UX design with examples.

(OR)

- b) Create an information architecture model for an online learning system.
