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May-2026

B.Sc. (VCMT)-IVth SEMESTER

Basics of UI and UX Design

(VCU-202-V)

Time: 3 Hours Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART–A

1. Answer the following in brief :

(a) Define UI and UX. Mention one key difference. (1.5)

(b) List the five stages of the Design Thinking Process. (1.5)

(c) What is a User Persona? (1.5)

(d) Define User Journey Mapping. (1.5)

(e) What is A/B Testing? (1.5)

(f) What is Wireframing? (1.5)

(g) Mention one difference between low-fidelity and high-fidelity prototypes. (1.5)

(h) Define Information Architecture. (1.5)

(i) What is Accessibility in UI Design? (1.5)

(j) Name any two prototyping tools used in UI/UX design. (1.5)

PART–B

2. (a) Explain the principles of UI Design with suitable examples. (10)

(b) Differentiate between UI and UX with real-world examples. (5)

3. (a) Explain the Design Thinking Process in detail. (10)

(b) Discuss the importance of Empathy in UX design. (5)

4. (a) What is User Research? Explain the steps involved in creating User Personas. (7)

(b) Explain User Journey Mapping and its role in identifying user pain points. (8)

5. (a) Explain Wireframing and Prototyping. (7)

(b) Discuss Interaction Design principles and the role of micro-interactions in enhancing user experience. (8)

6. (a) Explain Information Architecture and Navigation Design with examples. (10)

(b) Write short notes on Design Systems and Style Guides. (5)

7. (a) Expiain Accessibility and Inclusive Design with suitable examples. (8)

(b) Discuss basics of AR and VR technology and their application in UI/UX design. (7)