

Name- \_\_\_\_\_

Name- \_\_\_\_\_

Roll No- \_\_\_\_\_

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E Mail Id- \_\_\_\_\_

E Mail Id- \_\_\_\_\_

Instruction- Part A-All question are mandatory to attempt, Questions 1 to 32 carry 1.5 marks each, except Questions 18 and 19 which carry 6 marks each. Question 33 will carry 10 marks.

Part B- Question 34 a, 34 b will carry 15 marks each.

01 What are generally considered warm colors?

- a- Blue, Orange, Green
- b- Green, Pink, Black
- c- Orange, Red Yellow ●
- d- Red, Yellow, Purple

02 'Yahan sab kuch bikta hai' is a tagline of which famous company?

- a- Pepperfry
- b- Amazon
- c- OLX ●
- d- Ebay

03 What is the following symbol signify ?

- a- Health Care ●
- b- Snake Park
- c- Victoria's Secret
- d- Black Magic



04 What does the following sign represents ?

- a- Land slide zone
- b- Work in progress ●
- c- Earthquake
- d- Agriculture



05 'Karlo Duniya Mutthi Mein' is a tagline of which famous company?

- a- Mircosok
- b- IBM
- c- TATA
- d- Reliance ●

06 Bhagwan Shree Rajneesh, also called Osho or Acharya Rajneesh's, original name was?

- a- Chandra Mohan Jain ●
- b- Mohan Ram
- c- Raja Ram
- d- Subhash Kumar

07 At what temperature are Celsius and Fahrenheit equal?

- a- - 40 Degree ●
- b- 32 Degree
- c- 0 Degree
- d- - 273 Degree

08 What is hindi name for Cinnamon?

- a- Elaichi
- b- Dalchini ●
- c- Tejpatra
- d- Akhrot

09 When we read any text in multiple columns, then what is the eye movement in terms of letterform?

- a- W ●
- b- Z
- c- C
- d- S

10 Who designed Indian National Flag?

- a- Rabindra Nath Tagore
- b- Swami Vivekanand
- c- Pingali Venkayya ●
- d- Mahatama Gandhi



11 Identify the name of these leaves in the correct sequence

- a- Basil, Bay leaf, Curry leaf, Spearmint
- b- Spearmint, Bay leaf, Basil, Curry Leaf
- c- Basil, Bay leaf, Spearmint, Curry leaf
- d- Bay leaf, Spearmint, Basil, Curry leaf ●

12 What is the name of this Art form?

- a- Thangka Art ●
- b- Gond Art
- c- Pithora Art
- d- Miniature Art



13 Which composition principle is used here?

- a- Symmetry ●
- b- Harmony
- c- Figure and Ground
- d- Closure



14- What is the tagline of the company with this symbol ?



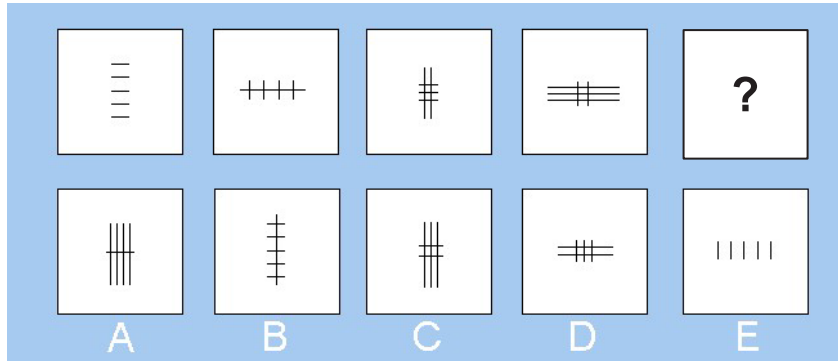
- a- Just do it
- b- Think Different ●
- c- I'm lovin' it
- d- We are the heros

15- This Visual style is of which brand?

- a- Amul
- b- Classmate
- c- Red bull ●
- d- Fanta

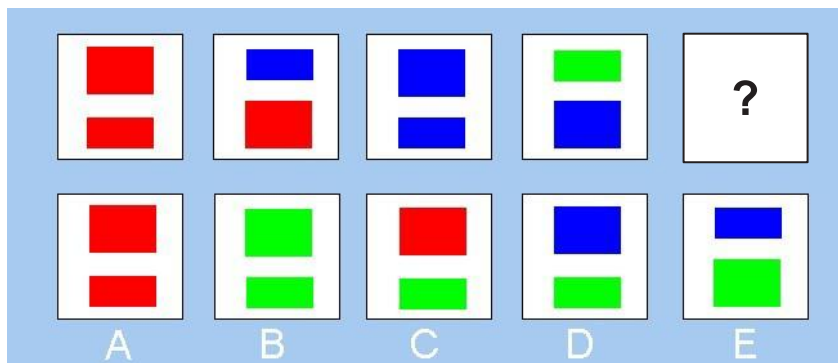


16 Find next in the sequence?



- a- Figure D
- b- Figure A ●
- c- Figure C
- d- Figure E
- e- Figure B

17 Find next in the sequence?



- a- Figure D
- b- Figure A
- c- Figure C
- d- Figure E
- e- Figure B ●

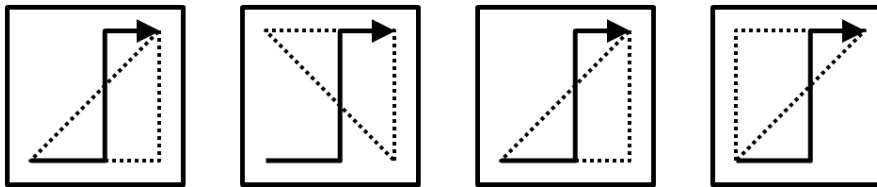
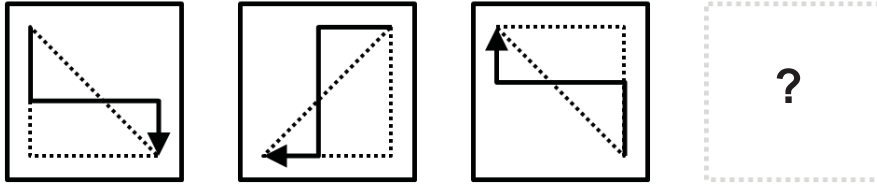
- 18 Write a Slogan/Tagline for a fashion boutique, that wants to promote their collection of Indian clothing for young urban girls. The slogan can be in English, Hindi or Hinglish.  
For Ex- Dress like you are already famous.

Max. Marks- 6

- 19 Create a Slogan/Tagline, to provoke men to come forward and support the women's reservation bill in the parliament. The slogan can be in English, Hindi or Hinglish.  
For Ex- A woman's is in the house and in the Parliament.

Max. Marks- 6

20 Identify the next step in the sequence.



A

B

C

D

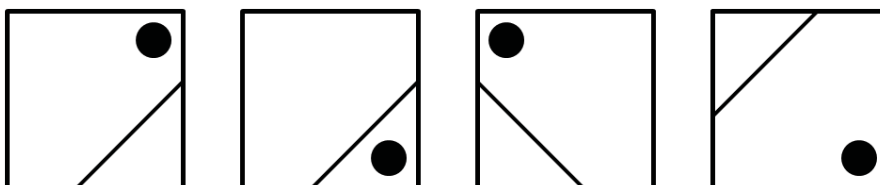
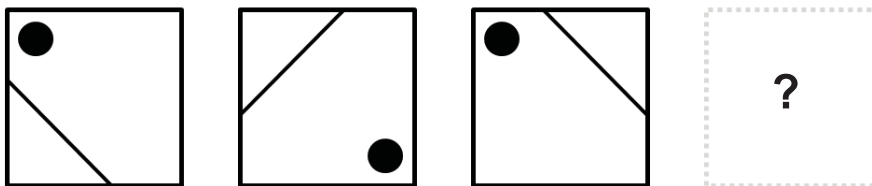
a- Figure D ●

b- Figure A

c- Figure C

d- Figure B

21 Identify the next step in the sequence.



A

B

C

D

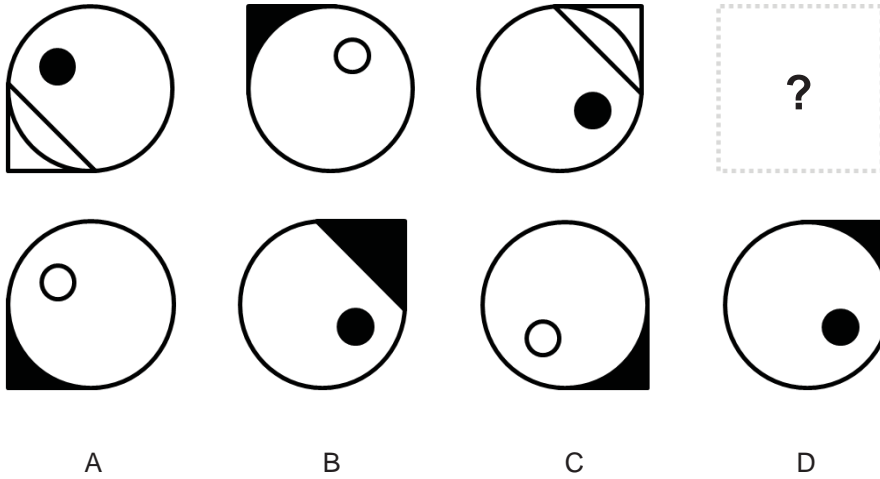
a- Figure D

b- Figure A

c- Figure C

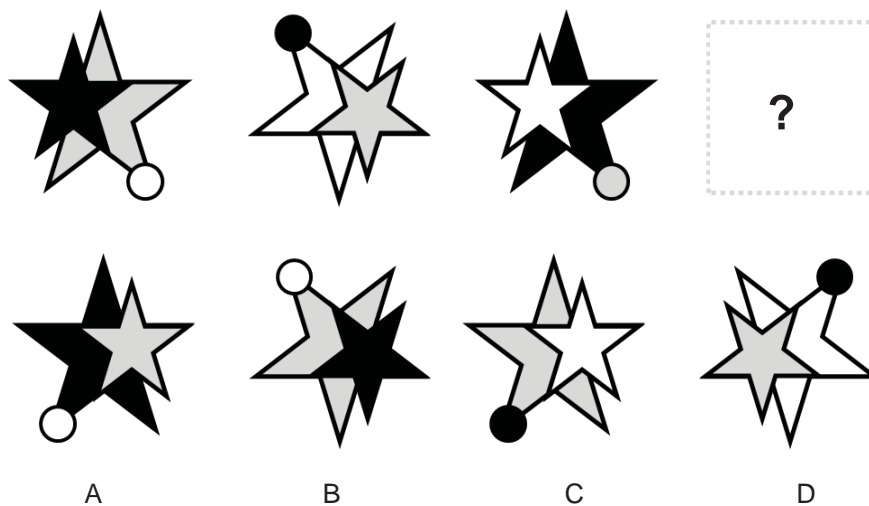
d- Figure B ●

22 Identify the next step in the sequence.



- a- Figure D
- b- Figure A
- c- Figure C ●
- d- Figure B

23 Identify the next step in the sequence.



- a- Figure D
- b- Figure A
- c- Figure C
- d- Figure B ●



24 Yard is to inch as quart is to?

- a- Gallon
- b- Liquid
- c- Milk
- d- Ounce ●

25 Select three figures out of the following five figures which when fitted into each other would form a square.



- a- 1, 2, 4
- b- 1, 2, 5 ●
- c- 5, 3, 1
- d- 2, 3, 4

26 On Monday afternoon, Kamal sent 'm' text messages each hour for 5 hours to Kamala and Vijay sent 'p' messages for 4 hours to Vijaya. Which of the following correctly represents the total nos of messages received by Kamala and Vijaya?

- a-  $5m + 4p$  ●
- b-  $20mp$
- c-  $9mp$
- d-  $4m + 5p$

27 If  $a/2 = 2$ , what is value of  $4a/2$  ?

- a- 0
- b- 1
- c- 4
- d- 8 ●

28 What happens when you put an ice cube in a glass full of water at 4 degree Celsius?

- a- The ice cube melts, the water spills.
- b- The ice cube sinks midway and stays there.
- c- The ice cube floats on the surface, the water does not spill. ●
- d- The ice cube being solid, sinks to the bottom.

29 You must have observed a one foot scale which has markings for centimeters and millimeters. It also has markings for inches. How many minimum divisions are marked in an inch?

- a- 10
- b- 20
- c- 16
- d- 8 ●

30 Which are the following vehicle(s) have a rear engine.

- a- Maruti Ertiga
- b- Tata Nano ●
- c- Skoda Octavia
- d- Tata Indica

31 Which of the following is not a simple machine?

- a- Steam Engine ●
- b- Pulley
- c- Screw
- d- Hammer

32 Find the missing number. 4, 5, 8, 12, 19, ?

- a- 31
- b- 30 ●
- c- 29
- d- 32

**33 Statement of Purpose**

What has been your inspiration to opt for Design for the Master's program?

Also, state which stream of design you will like to go for and express your reason for this? (Maximum 100 words).

**34- Khatta Meetha :**

is a famous sweet shop from Kolkata. They are going global by opening outlets in Dubai, London and San Francisco. They want to communicate their strategy through new packaging design, and through poster campaign at the key airports connecting to these destinations.

Design the following items for Khatta Meetha :

a- Sweet Box

b- Poster

**Sweet Box**

15 MARKS

**Poster**

15 MARKS