

**RAN-2511000904044002**
**Second Year Bachelor of Computer Applications (NCF-NEP) (Sem. - IV)**
**Examination September - 2025**
**User Interface and User Experience Design (Paper - 402-02)**
**Time: 2 Hours ]**
**[ Total Marks: 50**
**સૂચના : / Instructions**

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
Fill up strictly the above details on your answer book.
- (2) Answer all the questions.
- (3) Figures in the right indicates full marks
- (4) Illustrate your answer with necessary example, if required.

Seat No.:

     

Student's Signature

**Q. 1. MCQ (Any 5 out of 7)**
**(05)**

1. Which term refers to the process of designing web interfaces that are easy for users to understand and navigate?
  - A. Wireframing
  - B. Prototyping
  - C. User Interface (UI) Design
  - D. Usability
2. What is the primary goal of "user personas" in web design?
  - A. To create visually appealing graphics.
  - B. To identify the needs, goals, and behaviors of target users.
  - C. To optimize website performance.
  - D. To design engaging animations and transitions.
3. What is the primary purpose of "mockups" in web design?
  - A. To test website performance.
  - B. To create fully functional web pages.
  - C. To provide a high-fidelity visual representation of a web design.
  - D. To design engaging animations and transitions.
4. What is the term for the practice of creating a simplified and non-functional version of a website to test and refine the layout and structure?
  - A. Usability testing
  - B. Prototyping
  - C. Wireframing
  - D. User flow
5. What is the primary purpose of "usability testing" in web design?
  - A. To make a website visually appealing.
  - B. To identify and resolve usability issues by observing user interactions.
  - C. To optimize website performance.
  - D. To create engaging animations and transitions.
6. What is the term for a low-fidelity representation of a product's layout and functionality?
  - A. Prototype
  - B. User persona
  - C. Wireframe
  - D. Interface design
7. What is the term for the process of organizing and structuring content to make it easily accessible to users?
  - A. Information architecture
  - B. User interface design
  - C. Interaction design
  - D. Visual design .

- Q. 1. B. Answer the following Questions in short. (Any 5) (05)**
1. What is the difference between UX and UI design?
  2. What is a user persona?
  3. What is low-fidelity wireframes?
  4. How do you create Information Architecture?
  5. What is usability testing?
  6. Why User Research is important?
- Q. 2. A. 1. Explain User centered design (UCD) Process. (05)**  
**2. How to create a User Persona? (05)**
- OR**
- Q. 2. A. 1. What are the benefits of UI-UX Design for user satisfaction? (05)**  
**2. Explain the techniques for conducting user interviews for getting right feedback. (05)**
- Q. 2. B. 1. Write about the role of UI/UX Designs in Product Design. (03)**  
**2. What are the types of Usability Testing? (03)**
- OR**
- Q. 2. B. 1. What are the practices one should use for successful implementation of User-Centered Design? (03)**  
**2. Why User Research is important for design decisions? Explain. (03)**
- Q. 3. A. 1. What are the Principles Information Architecture? (05)**  
**2. What is Visual Design in UX Design? (05)**
- OR**
- Q. 3. A. 1. What are the Steps to Create Intuitive Navigation? (05)**  
**2. Explain why Visual Hierarchy is important. (05)**
- Q. 3. B. 1. Explain affordances and feedback with example. (03)**  
**2. What are the Benefits of Consistency? (03)**
- OR**
- Q. 3. B. 1. What are the uses of Navigation Designs in an App? (03)**  
**2. What are the types of Consistency? (03)**
- Q. 4. A. Explain Basic Elements of Usability Testing. (05)**
- OR**
- Q. 4. A. What is Iterative Design Process? Explain. (05)**
- Q. 4. B. Explain Design for Accessibility. (03)**
- OR**
- Q. 4. B. How iteration can be used for continuous improvement. (03)**
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