

**MCQ Section**

Subject: User Experience Engineering  
Semester: I  
Year : ME-I

Course Code: MEITDLO1 011  
Branch: Information Technology  
Marks :40

- 1] All questions are Compulsory
- 2] Assume suitable data wherever required.

**Q1. Attempt all questions. [20\*2=40M]**

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**Q1. Choose the correct option for following questions. All the Questions are compulsory and carry equal marks**

1. Design Thinking is:  
Option A: Thinking after design  
Option B: Think only about the existing solution  
Option C: Plan different types of thinking  
Option D: Workout the optimal solution based on users' perspectives
  
2. Ideation in design thinking is  
Option A: to focus only on one idea  
Option B: to have many ideas  
Option C: judge others ideas  
Option D: jump to solution quickly
  
3. A sample version of final product is  
Option A: Product in initial stage  
Option B: Finished product  
Option C: Prototype  
Option D: Out of box
  
4. Design thinking starts with  
Option A: Empathize  
Option B: Prototype  
Option C: Test  
Option D: Ideate

5. A good approach to empathy should not have the following attribute
- Option A: Judgment of other's opinion
  - Option B: Curiosity
  - Option C: Optimism
  - Option D: Respect for other's opinion
6. Which of the following design principles provides limitations to the user?
- Option A: Constraint
  - Option B: Discoverability
  - Option C: Feedback
  - Option D: Visibility
7. Making of interaction models takes place in which step of the interaction design process?
- Option A: Identifying needs
  - Option B: Developing alternative designs
  - Option C: Building prototypes
  - Option D: Evaluating
8. Norman doorway is a poor example of which of the design principles?
- Option A: Consistency
  - Option B: Feedback
  - Option C: Affordance
  - Option D: Constraint
9. Considering the disabled population as customers is done in which of the following factors that influences user experience?
- Option A: Usability
  - Option B: Findability
  - Option C: Accessibility
  - Option D: Utility
10. Remembering how the system works after once learning to operate the system is known as
- Option A: Memorability
  - Option B: Learnability
  - Option C: Effectiveness
  - Option D: Efficiency
11. What is the drawback that heuristic evaluations overcome from other evaluation
- Option A: Requires less effort and attention.
  - Option B: Universally accepted.
  - Option C: Does not require user involvement.
  - Option D: None of the above.
12. Which of the following is true about Nielsen heuristic evaluation method
- Option A: It uses 10 Heuristics of Nielsen.
  - Option B: There is a strict number of evaluators defined by Nielsen.
  - Option C: With less evaluators more accuracy of evaluation is possible.
  - Option D: The number of expert does not affect the evaluation.

13. Which of the following is true about walkthroughs  
Option A: It requires involvement of users.  
Option B: Experts evaluate the development process step by step.  
Option C: The possible sequence of actions of users are evaluated.  
Option D: both A and C
14. Fitts' law takes how many parameters into consideration to determine time to  
Option A: 5  
Option B: 1  
Option C: 2  
Option D: 4
15. Which is not one of the critical components to usability:  
Option A: Effectiveness  
Option B: Efficiency  
Option C: Satisfaction  
Option D: Cost effective
16. What is the full form of HTA  
Option A: Hierarchical Task Analyst  
Option B: Hierarchical Task Analysis  
Option C: Hierarchical Time Analyst  
Option D: Hierarchical Time Analysis
17. Data analysis can not be done on which of these  
Option A: Interviews  
Option B: Observations  
Option C: Stories  
Option D: Questionnaires
18. Which is not a part of Data Interpretation  
Option A: Rigorous Notations  
Option B: Using stories  
Option C: Using Essential Use Case diagrams  
Option D: Summarizing the findings
19. Which is not a problem for data gathering  
Option A: Cost involved  
Option B: Setting goals  
Option C: Triangulation  
Option D: Pilot Study
20. Which is not a online questionnaire disadvantage  
Option A: Lower response rate  
Option B: Cost is high  
Option C: Can answer multiple times  
Option D: Time is very less for analysis

## Descriptive Section

**Attempt all questions. [40M]**

**Q2 Solve any Two Questions out of Three 10 marks each**

- A Identify and describe objectives of Objectives of UXE with Example.
- B What are flow models ? Draw flow models for Ticket Kiosk Systems
- C Compare User experience Design and User Interaction Design with example

**Q3. Solve any Two Questions out of Three 10 marks each**

- A Explain UX Evaluation Techniques along with Example
- B Explain Role of affordance with in UAF along with its practical value
- C List Goals of User Experience design.