



Ph.D. COMMON ENTRANCE TEST JANUARY 2024
SUBJECT – CREATIVITY & DESIGN

Application No:

PART B

Duration: 60 minutes

Maximum Marks: 50

Instructions:

1. This entrance test question paper is not to be taken out of the examination hall
2. Part B Question paper consists of Section A and Section B
3. Section A consists of 30 MCQs carrying 1 Mark each. Put a tick (✓) mark against the correct answer.
4. Section B consists of Descriptive questions carrying 5 marks each. Restrict your answer to 500 words. Additional plain sheets have been attached to the question paper to answer Section B

SECTION – A

Answer the following by using tick (✓) mark against the correct answer:

30 X 1 = 30

Answer all the questions

1. Design is a
 - A. Process
 - B. Outcome
 - C. Both
 - D. None of the above
2. Design is
 - A. User-centred
 - B. Manufacturer-centred
 - C. Developer-centred
 - D. Distributor-centred
3. Primary colours are
 - A. Red, Green, Blue
 - B. Cyan, Magenta, Yellow, Black
 - C. Red, Blue, Yellow
 - D. White, Black, Grey
4. Purple Green and Orange are
 - A. Tertiary colors
 - B. Secondary colors
 - C. Primary colors
 - D. Digital colors

5. Pick the odd combination out of the following combinations?

- A. Point Line Balance
- B. Unity Balance Contrast
- C. Line Shape Form
- D. Emphasis Movement Pattern

6. Regular repetitions of a design element to create interest is called

- A. Balance
- B. Unity
- C. Cohesion
- D. Rhythm

7. Mixing _____ with a color creates tints and mixing _____ creates shades.

- A. Black, Grey
- B. Grey, White
- C. White, Black
- D. Black, White

8. The colour property of a colour is called.

- A. Value
- B. Hue
- C. Intensity
- D. None of the above

9. While sketching, to create an illusion of depth we use_____.

- A. Shading
- B. Texturing
- C. Perspective
- D. Contrast

10. Pick the odd combination out of the following combinations?

- A. Shape Texture Form
- B. Emphasis Balance Contrast
- C. Line Pattern Shape
- D. Rhythm Movement Pattern

11. What is Triple Bottom Line in sustainability

- A. People, Planet, Pluto
- B. People, People, People
- C. Profit, Loss, Investment
- D. Planet, Profit, People

12. These are the three dimensions of sustainable development

- A. Environment, Ecology, Economy
- B. Society, Economy, Environment
- C. Economy, Astronomy, Environment
- D. Industry, Forests, Community

13. The author of the book Design of Everyday Things is _____:

- A. Donald Schon
- B. Noam Chomsky
- C. Don Norman
- D. Bertrand Russell

14. The concept of a Design Studio is propounded by _____:

- A. B V Doshi
- B. Donald Schon
- C. Don Norman
- D. Dieter Rams

15. _____ is a feasible _____:

- A. Idea, concept
- B. Concept, goal
- C. Concept, idea
- D. Idea, goal

16. Choose the correct option below:

- A. Not all creative outcomes are innovations
- B. All innovations are creative
- C. Innovations are humanly acceptable creative outcomes
- D. All of the above

17. As a process, Design is _____

- A. linear
- B. never linear
- C. iterative
- D. impulsive

18. Design Thinking is a

- A. process to think about design
- B. process to design one's thinking
- C. process that puts user and his interests at the centre
- D. process that puts design outcome at the centre

19. Dieter Rams as an industrial designer, significantly strived for
A. complexity
B. simplicity
C. superfluity
D. fluidity
20. Design Research in India was initiated formally at
A. IIT Bombay
B. IISc Bangalore
C. NID Ahmedabad
D. IIT Delhi
21. B.Des., the Bachelor of Design degree is initiated by
A. IIT Bombay
B. IIT Delhi
C. NID Ahmedabad
D. IIT Guwahati
22. The conscious use of language as a story to communicate is called
A. Hyperbole
B. Rhetoric
C. Narrative
D. Debate
23. _____ is the process of making a model to be able to test user requirements -
A. User-testing
B. Inspection
C. Mule built
D. Prototyping
24. A problem for which neither a solution or a known number of solutions can be found and we don't know where/when to stop searching for a solution is called a_____.
A. Non-linear problem
B. Fuzzy problem
C. Wicked problem
D. Tame problem
25. Find the correct chronological sequence of the words
A. creativity, innovation, design
B. design, innovation, creativity
C. innovation, design, creativity
D. creativity, design, innovation

26. Generative Design is a _____ -
A. tool for automating the design process
B. tool for generating several designs given constraints
C. tool for incrementally generating better designs
D. All of the above
27. Design Research is
A. scientific only
B. argumentative only
C. reflective on its methods and open to appropriate methods
D. critical about qualitative research and closed to its methods
28. The author of the book, Design Methods: Seeds of Human Future is _____
A. Herbert Simon
B. J C Jones
C. Henry Dreyfuss
D. Steve McCormick
29. The science of efficiency and comfort of human in the working environment is called _____
A. Occupational Safety
B. Human Study
C. Human Factors
D. Ergonomics
30. This design in the image is a -
A. Conversation
B. Spider
C. Juicer
D. Spaceship





SECTION B

Answer any FOUR of the following. Each question carries 5 marks

1. Describe the history of 'design', from craft and craftsmanship to technology and mass-production.
2. What do you understand by User-Centred Design?
3. Explain the difference between Interaction Design and Experience Design from a user's perspective.
4. Describe in detail, design as a process?
5. What is the importance of prototyping in design? Elaborate
6. Elaborate how Computer Aided Design (CAD) has contributed or not contributed to design?
