**2312E1115** Candidate's Seat No :_____

IMSc IT DD Sem-3 Examination
MDC-DD-234T
Design Psychology

Time : 1-00 Hour] December-2024 [Max. Marks : 25

**Instructions:**
- **All questions are compulsory.**
- **Do not write anything on the question paper.**
- **Neat diagrams must be drawn wherever necessary.**

Question 1 Explain the concept of "Design Psychology". (10 Marks)

**OR**

Define the role of Color Theory in Design.

Question 2 Define the following terminologies in one OR two sentences. (Any Three) (06 Marks)
a) Mental Process
b) Name any two Domains of Cognitive Psychology.
c) What does Gestalt mean?
d) What are Errors of perception?
e) What is Advertising.

Question 3 Write a short note to explain "Creative Briefing". (06 Marks)

**OR**

What is "Thinking" and its types.

Question 4) Answer the following questions by selecting appropriate choice: (03 Marks)

1. "you are wrong so I should be right" type of reasoning.

   a) Partialism               b) Adversary thinking

   c) Time Scale error         d) Arrogance and conceit

2. Only study observable External behavior _____.

   a) Behaviorist Model        b) Cognitive Model

   c) Perception Model         d) None of All

3. Due to in the middle in Wavelength ............ Color can easily fit on retina.

   a) red                      b) Black

   c) orange                   d) Green