

UPES B.Des Sample Paper

A. Design Awareness



Q1. The product shown in the image is a

- a) Automatic mini washing machine
- b) Automatic Roti Maker
- c) Automatic Juicer
- d) Automatic Rice maker

Q 2. A world renowned ergonomist and industrial designer who designed the Western Electric 302 tabletop telephone for Bell Laboratories



- a) Jonathan Ives
- b) George Carwardine
- c) Henry Dreyfuss
- d) Dilip Chhabria

Q3. Identify the FMCG company out of all.

- a) Renault
- b) BEML
- c) TATRA
- d) Haldiram's

Q4. A large visual difference between TWO things: for example, rough and smooth or white and black is known as?

- a) Hue
- b) Contrast
- c) Color
- d) Rhythm

Q5. Three basic colors that cannot be made by mixing colors are called?

- a) Prime Colors
- b) Composite colors
- c) Mean colors
- d) Primary colors

Q 6. HCI in design context refers to?

- a) Heavy Computing Industry
- b) Hydro Carbon India
- c) Human Computer Interaction
- d) Himalayan Climbers Institute

Q 7. 3D printing technology can be used for printing

- a) Car
- b) Body Organs
- c) Cake
- d) All of these

Q 8. The Logo was designed by Wolff Olins. Name the Brand.



- a) Yamaha

- b) Ducati
- c) Hero MotoCorp Ltd
- d) Harley Davidson

Q.9. Name the famous car used in the Hollywood movie “The Italian Job (2003)”.

- a) Aston Martin
- b) Jaguar
- c) Lotus
- d) The Mini Cooper

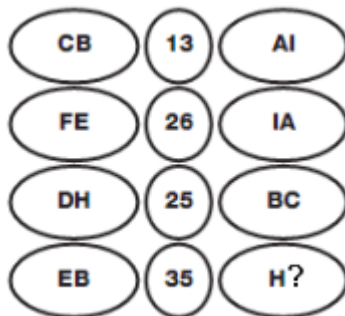
Q 10. The TEN commandments of design on simplicity were drafted by German designer in picture. What is the name of the designer?



- a) Don Norman
- b) Harley Earl
- c) Raymond Loewy
- d) Dieter Rams

B. Visual Analogy

Q 1- Which letter replaces the question mark?



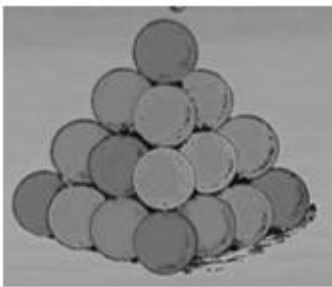
- a) G
- b) E

- c) K
- d) V

Q2 A shopkeeper buys 120 Shimla apples at 4 for Rs.100/-, and 120 Washington apple at 6 for Rs.100/-. He then mix them and sell at 10 for Rs200/-. He will make

- a) No profit, no loss
- b) A loss of 4%
- c) A gain of 4%
- d) A loss of 10%

Q 3. How many balls are there in the set up given below?

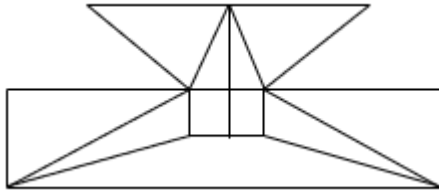


- a) 14
- b) 6
- c) 17
- d) 30

Q 4. Which pit stop the car will reach?



- a) Pit Spot A
- b) Pit Spot B
- c) Pit Spot C
- d) Pit Spot D



Q 5. Find the minimum number of straight lines required to make the given figure.

- a) 16
- b) 17
- c) 18
- d) 19

Q 6. What is the length of the new 2000 rupees note? (mm=millimetre)

- a) 135 mm
- b) 155 mm
- c) 165 mm
- d) 175 mm

Q 7. Calculate the number of triangles in the figure given below

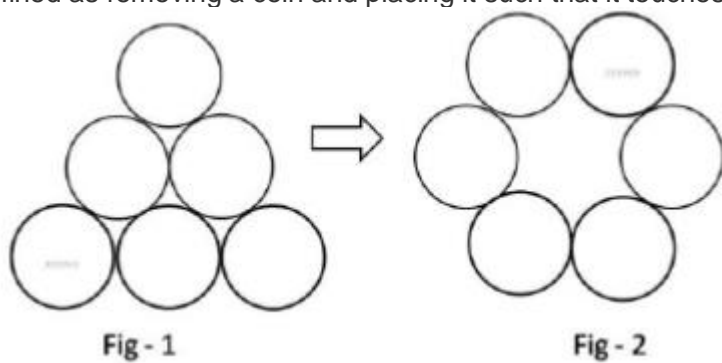


- a) 6
- b) 9
- c) 13
- d) 15

Q 8. Mahesh, Ramesh, Suresh and Nimesh were broker, builder, doctor and designer, but not necessarily in that order. Nimesh told the builder that Suresh is on his way. Mahesh is sitting across the designer and next to the doctor. The designer did not say anything. What is each person's occupation?

- a) Mahesh – doctor; Ramesh – designer; Suresh – builder; Nimesh – broker
- b) Mahesh – doctor; Ramesh – builder; Suresh – broker; Nimesh – designer
- c) Mahesh – builder; Ramesh – broker; Suresh – designer; Nimesh – doctor
- d) Mahesh – builder; Ramesh – designer; Suresh – broker; Nimesh – doctor

Q 9. What is the minimum number of moves required to transform figure 1 to figure 2? A move is defined as removing a coin and placing it such that it touches two other coins in its new position.



- a) 1

- b) 2
- c) 3
- d) 4

Q 10. In an ODI between India and England, England won the toss and elected to bat first. In 50 overs England made 281 by spending 8 wickets. India did a very slow starts with run rate of 3.2 in first 10 overs. What should be the run rate India should target to win the game?

- a) 6
- b) 6.5
- c) 7
- d) 7.5

Answer Key

A. Design Awareness

1-b, 2-c, 3-d, 4-b, 5-d, 6-c, 7-d, 8-c, 9-d, 10-d

B. Visual Analogy

1-a, 2-c, 3-d, 4-c, 5-b, 6-c, 7-c, 8-d, 9-c, 10-b