

# **Part-II: Domain Specific Test**

## **(Inter-Disciplinary Design Studies)**

Questions 1 to 7 are of subjective type. Do not write your name anywhere in the booklet. This will lead to disqualification.

Q1. Give your interpretation of the image below and give an appropriate proverb for it.

(5 marks)



Interpretation

---

---

---

---

---

---

---

---

Proverb: \_\_\_\_\_

Q2. Sketch and explain two concepts on enhancing the user experience in the context of the image given below. (15 marks)



Concept 1

Concept 2

Concept 1

---

---

---

---

---

Concept 2

---

---

---

---

---

Q3A. Create three business ideas to transform Khadi as a global trend.

Business Idea 1

---

---

---

---

---

---

---

---

Business Idea 2

---

---

---

---

---

---

---

---

Business Idea 3

---

---

---

---

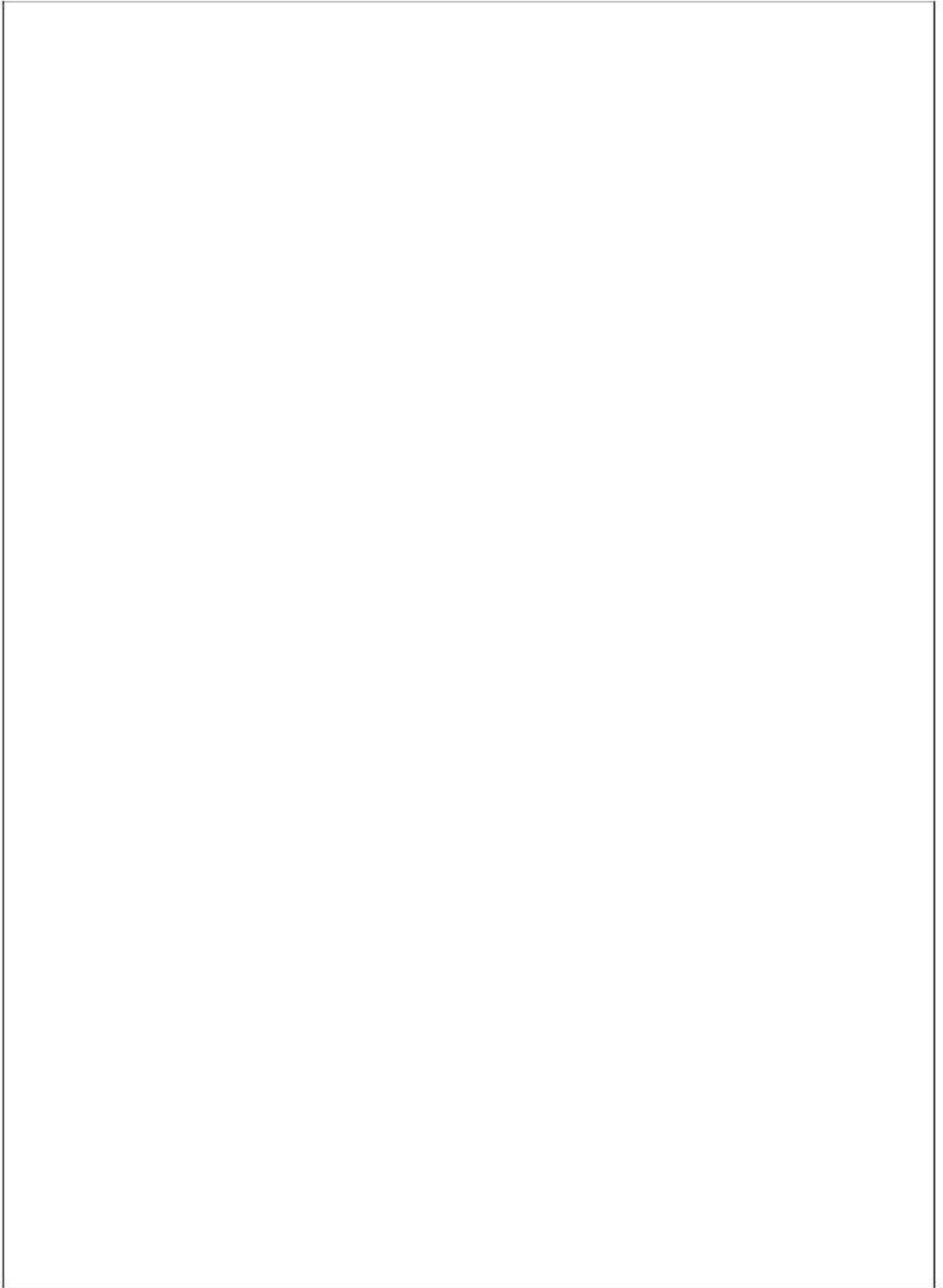
---

---

---

---

Q5B. Represent any one idea proposed in Q5A through an advertisement for an international magazine in the space given below. (4 marks)



Q4. Consider IKEA a global brand that is planning to launch their retail outlets in four Indian cities namely Somnath, Madurai, Amritsar and Varanasi.

A) List the factors to be considered for launching it in each of these cities. (4 marks)

Somnath

---

---

---

Madurai

---

---

---

---

Amritsar

---

---

---

---

Varanasi

---

---

---

---

B) For any of the two cities in Q4 (A) represent the launching plan through a diagram for IKEA to implement. (6 marks)

City: \_\_\_\_\_

City: \_\_\_\_\_



Q5. Create a story that can be represented by any of the twelve icons given below.



**TASK A**

In the 12 boxes, draw the icons in the sequence of the story

(6 marks)

1

2

3

4

5

6

7

8

9

10

11

12

**TASK B**

Write your story below.

(9 marks)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Q6. Below is an image of shopping cart. Draw a family consisting of a father, a mother and 2 children under 10 years of age selecting products from a display rack, with reference to the given image. (10 marks)



Q7. Describe the business potential of a corporate company to launch a pressure cooker specifically designed for Below Poverty Line people.

(10 marks)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





