

Question No: 1 (Marks: 1) - Please choose one

_____ is like the building name for a website.

- ▶ Site ID
- ▶ Navigation
- ▶ Section
- ▶ None of the given

Question No: 2 (Marks: 1) - Please choose one

_____ is particularly useful early in design. It is excellent technique to use with the prototype, because it provides a wealth of diagnostic information.

- ▶ Co-discovery
- ▶ Active intervention
- ▶ Splendid research
- ▶ None of the given

Question No: 3 (Marks: 1) - Please choose one

_____ is the extra work that satisfies the needs to achieve our objective.

- ▶ Evaluation
- ▶ Excise
- ▶ Testing
- ▶ None of the given

Question No: 4 (Marks: 1) - Please choose one

Panes, frames and other containers on screen is a kind of _____

- ▶ Functional and data elements
- ▶ View
- ▶ Input method

- ▶ None of the given

Question No: 5 (Marks: 1) - Please choose one

Which of the following is least likely to be revealed by a paper prototype?

- ▶ Your users don't know the term algorithm
- ▶ Toolbar buttons are too small to press.
- ▶ The Help menu isn't in the right place.
- ▶ None of the given

Question No: 6 (Marks: 1) - Please choose one

_____ is the least technical way of collecting data, but it can be difficult and tiring to write and observe at the same time.

- ▶ Audio recording.
- ▶ Taking notes.
- ▶ Observation
- ▶ Video

Question No: 7 (Marks: 1) - Please choose one

Every page within a site should contain a brief _____ that accurately describes the content of the page.

- ▶ Site ID.
- ▶ Header
- ▶ Local Navigation.
- ▶ Search button

Question No: 8 (Marks: 1) - Please choose one

_____ applications are great platforms for creating an environment rich, in visual feedback for the user.

- ▶ Sovereign
- ▶ Transient
- ▶ Auxiliary
- ▶ Daemonic

Question No: 9 (Marks: 1) - Please choose one

What is the fifth step in defining the requirements with respect to persona-based design?

- ▶ Brainstorming.
- ▶ Identifying persona expectations.
- ▶ Constructing the context scenario.
- ▶ Identifying needs

Question No: 10 (Marks: 1) - Please choose one

_____ You
can load a VCR tape the right way because of _____.

- ▶ Physical constraints
- ▶ Logical constraints
- ▶ Cultural constraints
- ▶ None of these

Question No: 11 (Marks: 1) - Please choose one

_____ are unintentional while _____ occur through conscious deliberation.

- ▶ Slips, mistakes
- ▶ Errors, slips
- ▶ Mistakes, errors
- ▶ Mistakes, slips

Question No: 12 (Marks: 1) - Please choose one

What is the main strength of the Problem Space Framework as a model of human problem solving?

- ▶ It operates within the constraints of the human processing system
- ▶ It explains what is involved in insight
- ▶ It allows ill-defined problems to be solved
- ▶ None of these

Question No: 13 (Marks: 1) - Please choose one

_____ is the process of selecting things to concentrate on, at a point in time, from the range of possibilities available.

- ▶ Perception and recognition
- ▶ Attention
- ▶ Learning
- ▶ None of these

Question No: 14 (Marks: 1) - Please choose one

Over a short period of time, we find it easier to remember the string of numbers "404 894 6743" because

- ▶ Numbers are easier to remember than arbitrary characters.
- ▶ The grouping of the numbers is significant
- ▶ Ten numbers is not that many to have to remember from working memory.
- ▶ None of these

Question No: 15 (Marks: 1) - Please choose one

_____ environments are environments that are user and context aware.

- ▶ Attentive
- ▶ Non-attentive
- ▶ Visual
- ▶ Sensing

Question No: 16 (Marks: 1) - Please choose one

_____ involves watching and listening to users.

- ▶ Observation
- ▶ Evaluation
- ▶ Qualitative research
- ▶ Interaction

Question No: 17 (Marks: 1) - Please choose one

_____ The name of the document should be shown on the application's_____.

- A. Menu bar
- B. Title bar
- C. Title bar and menu bar
- D. Not Title bar and not menu bar

- ▶ Only B
- ▶ Only D
- ▶ A and B
- ▶ A and D

Question No: 18 (Marks: 1) - Please choose one

_____ The established standard suite of _____ for most applications consists of the Save As dialog, the Save Changes dialog, and the Open File dialog.

- ▶ OS management
- ▶ File management
- ▶ Data management
- ▶ Application management

Question No: 19 (Marks: 1) - Please choose one

_____ is the remarkable facility that lets us reverse a previous action.

- ▶ Redo
- ▶ Undo
- ▶ Repeat
- ▶ Delete

Question No: 20 (Marks: 1) - Please choose one

Explanatory undo is, generally, a much more pleasant feature than _____.

- ▶ Single Undo
- ▶ Multiple undo
- ▶ Blind undo
- ▶ Incremental Undo

Question No: 21 (Marks: 1) - Please choose one

Browser Title always contains the word '_____ '.

- ▶ Home
- ▶ Default
- ▶ Error
- ▶ Browser

Question No: 22 (Marks: 1) - Please choose one

Interpretation inquiry, according to Beyer and Holtzblatt, is based on a master-apprentice model of learning.

- ▶ True
- ▶ False

Question No: 23 (Marks: 1) - Please choose one

Roughly _____ percent of the male population has some degree of color blindness.

- ▶ 10
- ▶ 20
- ▶ 30
- ▶ 40

Question No: 24 (Marks: 1) - Please choose one

_____ The
_____ is a concrete expression of the more abstract structure of the site.

- ▶ Skeleton
- ▶ Scope
- ▶ Strategy
- ▶ Structure

Question No: 25 (Marks: 1) - Please choose one

_____ are the street signs of the web.

- ▶ Site IDs
- ▶ Home pages
- ▶ Page Names
- ▶ Sections

Question No: 26 (Marks: 1) - Please choose one

_____ is not like other pages; it has different burdens to bear, different promises to keep.

- ▶ Homepage
- ▶ Form
- ▶ Navigation bar
- ▶ Sections

Question No: 27 (Marks: 1) - Please choose one

_____ The
_____ suggests identifying goals and questions first before selecting techniques for the study

- ▶ RVM model
- ▶ DECIDE framework
- ▶ Usability testing

- ▶ Field study

Question No: 28 (Marks: 1) - Please choose one

Number of keystrokes is _____ work.

- ▶ Logical
- ▶ Mnemonic
- ▶ Physical
- ▶ Structural

Question No: 29 (Marks: 1) - Please choose one

Recalling password is _____ work.

- ▶ Logical
- ▶ Mnemonic
- ▶ Physical
- ▶ Structural

Question No: 30 (Marks: 1) - Please choose one

_____ The persona is not an actual user of the product, but is indirectly affected by it and its use refers to _____ persona

- ▶ Primary
- ▶ Secondary
- ▶ Served
- ▶ Negative

Question No: 31 (Marks: 1)

Define reliability in term of evaluation technique. [1]

Question No: 32 (Marks: 1)

What is the first step which describes the process of defining the interaction framework? [1]

Question No: 33 (Marks: 2)

What is meant by term “Color shows relationships” with respect to misuse of colors in visual interface? [2]

Question No: 34 (Marks: 2)

Explain any four disadvantages of Low-fidelity prototyping.

Question No: 35 (Marks: 3)

Explain any two necessary conditions regarding “Page Names”?

Question No: 36 (Marks: 3)

How can we make computers "see" and "feel"?

Question No: 37 (Marks: 3)

What are the steps which describes the process of defining the interaction framework?

Question No: 38 (Marks: 5)

Describe quantitative data analysis.

Question No: 39 (Marks: 5)

Explain the following in context of problems with the web experience:

- a) No sense of scale.

b) No sense of location.

Question No: 40 (Marks: 10)

Explain the following planes of Conceptual Framework for developing an interactive product.

- a) The Structure Plane
- b) The Scope Plane
- c) The Surface Plane
- d) The Strategy Plane

Question No: 41 (Marks: 10)

Explain the term “Accessibility” with respect to Emerging Paradigms.