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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(FIRST YEAR)****110: PRINCIPLES OF DESIGN MANAGEMENT**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. Define design management.
2. What are the various designing tools?
3. Define innovation.
4. What do you understand from the term 'identity'?
5. Define a design project.
6. Define design process.
7. Define marketing design.
8. What is mean by assembling?

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Discuss about the scope for design management.
10. Explain the functions of corporate identity.
11. What are the steps to be followed in preparing a design project?
12. List out the advantages of design protection.

SECTION- C**(1×15=15)****Answer any ONE question**

13. Give brief note on historical development of design management.
14. Write detail note on various stages of life cycle of design.
15. Briefly discuss the roles and responsibilities of design managers.

SECTION- D**(1×15=15)****(Compulsory)**

16. Creative agencies play a vital role in design process. Justify this statement.
