

UPSEE 2019

PAPER-M DES: CODE AA*

ANSWER KEY, Examination Date: 21-04-2019

1	C	26	B	51	D	76	B
2	A	27	C	52	C	77	D
3	B	28	B	53	B	78	B
4	C	29	B	54	D	79	A
5	B	30	C	55	C	80	B
6	D	31	A	56	A	81	D
7	A	32	D	57	A	82	C
8	C	33	A	58	B	83	C
9	B	34	C	59	C	84	A
10	C	35	B	60	D	85	D
11	A	36	B	61	B	86	A
12	B	37	C	62	B	87	C
13	D	38	D	63	C	88	B
14	C	39	A	64	D	89	D
15	A	40	C	65	A	90	A
16	C	41	C	66	A	91	C
17	C	42	C	67	A	92	D
18	A	43	D	68	B	93	D
19	C	44	C	69	C	94	C
20	C	45	D	70	D	95	D
21	B	46	B	71	A	96	C
22	A	47	A	72	B	97	D
23	D	48	A	73	C	98	B
24	A	49	B	74	A	99	B
25	D	50	C	75	A	100	D

Note: In case of any grievance, it must be reported at upseegrievance@aktu.ac.in along with Students Roll No. with Paper Code, Question Booklet Code, Question No. and suggested answer with supporting documents on or before 03rd May 2019.

*प्रश्न पुस्तिका क्रमांक **AA** का प्रश्नपत्र एवं कुंजी प्रकाशित की जा रही है। प्रश्न पुस्तिका क्रमांक **BB, CC** तथा **DD** में प्रश्नों एवं उनके विकल्पों का क्रम परिवर्तित है कृपया तदनुसार उत्तर मिलान करें।

**MDES**

Question Booklet Sr. No.

Q. Booklet Code

AA

Roll No.

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OMR Answer Sheet No.

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Declaration :

I have read and understood the instructions given on page No. 1

Seal of Superintendent of Examination Centre

Signature of Candidate
as signed in application)

Signature of the Invigilator

Name of Candidate :

To be copied by the candidate in your own handwriting in the space given below for this purpose is compulsory.
"You will know you are in the right profession when : you wake anxious to go to work, you want to do your best daily, and you know your work is important."

* After cutting half upper part of this page, invigilator preserve it along with student's OMR sheet.



No. of Pages in Booklet including title

16Time **2** HoursMarks
400

No. of Questions in Booklet

100**MDES**

Question Booklet Sr. No.

Roll No.

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Signature of the Invigilator

Q. Booklet Code

Name of Candidate :

AA**INSTRUCTIONS TO CANDIDATE**

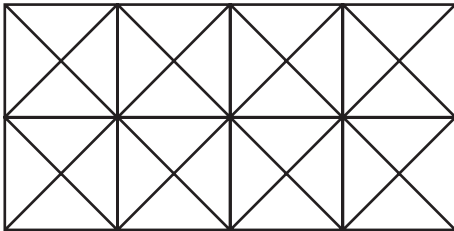
1. Use BLUE or BLACK BALL POINT PEN only for all entries and for filling the bubbles in the OMR Answer Sheet.
2. Before opening the SECURITY SEAL of the question booklet, write your Name, Roll Number (In figures), and OMR Answer-sheet Number in the space provided at the top of the Question Booklet. Non-compliance of these instructions would mean that the Answer Sheet can not be evaluated leading the disqualification of the candidate.
3. Each question carries FOUR marks. There will be negative marking on wrong answer. FOUR marks will be awarded for each correct answer and ONE mark will be deducted for each wrong answer. No marks will be deducted/awarded for unattempted questions.
4. Each multiple choice question has only one correct answer. More than one answer indicated against a question will be treated as incorrect answer.
5. Use of log table, mobile phones, any electronic gadget and slide rule etc. is strictly prohibited. Non-programmable calculator is permitted.
6. Candidate will be allowed to leave the examination hall at the end of examination time period only.
7. If a candidate is found in possession of books or any other printed or written material from which he/she might derive assistance, he/she is liable to be treated as disqualified. Similarly, if a candidate is found giving or obtaining (or attempting to give or obtain) assistance from any source, he/she is liable to be disqualified.
8. OMR sheet is placed within this paper and can be taken out from this paper but seal of paper must be opened only at the start of paper.

MDES

M. Des

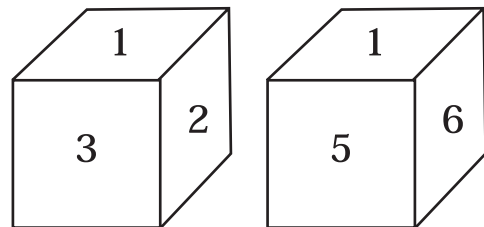
: Q. 1 to Q. 100

- 001.** How many squares are in the picture shown below?



- (A) 11 (B) 20
(C) 24 (D) 27

- 002.** Two positions of a cube with its surfaces numbered are shown below. Imagine if the surface numbered 4 touches the bottom, what surface will be on the top?



- (A) 1 (B) 2
(C) 3 (D) 6

003. Next number in the given series: 6, 11, 21, 36, 56, __

- (A) 76 (B) 81
(C) 90 (D) 106

004. A person pretending to be someone he/ she is not





- (A) Magician (B) Liar
(C) Imposter (D) Duplicate

005. Complete the sentence-

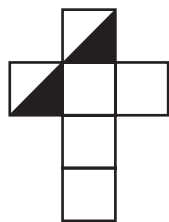
There are _____ views on the issue of giving bonus to the employees.

- (A) thinking (B) divergent
(C) modest (D) adverse

006. Which of the following Venn diagrams indicates the best relation between World, India and Uttar Pradesh?

- (A)  (B) 
(C)  (D) 

007. Which box is formed from the given sheet of paper (X).



(X)



(1)



(2)



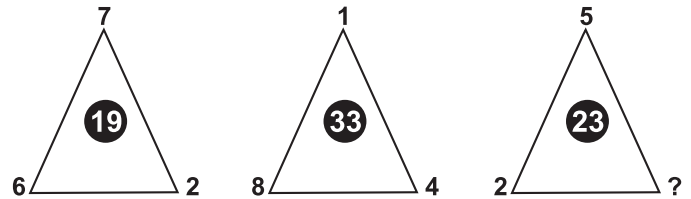
(3)



(4)

- (A) 1 and 4 (B) 3 and 4
(C) 1 and 2 (D) 2 and 3

008. Which number will replace the question mark?



- (A) 7 (B) 8
(C) 9 (D) 11

009. The ratio between the perimeter and the breadth of a rectangle is 5 : 1. If the area of the rectangle is 216 sq. cm, what is the length of the rectangle (in cm)?

- (A) 15 (B) 18
(C) 26 (D) 32

010. Rivets are generally specified by

- (A) Thickness of plates to be joined
(B) Overall length
(C) Shank diameter
(D) Diameter of head

011. Black colour in image processing is usually represented by

- (A) 0 (B) 1
(C) 255 (D) 256

012. A alone can do a piece of work in 6 days and B alone in 8 days. A and B undertook to do it for Rs. 3200. With the help of C, they completed the work in 3 days. How much is to be paid to C (in Rs.)?

- (A) 380 (B) 400
(C) 600 (D) 800

013. The below artwork titled “The Starry Night” is by



- (A) Pablo Picasso
- (B) Michelangelo
- (C) Salvador Dali
- (D) Vincent van Gogh

014. The below logo belongs to which company?



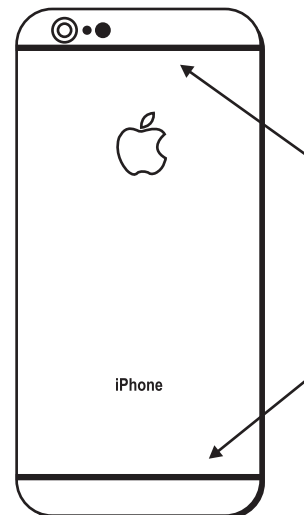
- (A) Edgeverve - Infosys
- (B) Havells
- (C) Bajaj Electricals Ltd.
- (D) Orient Electric

015. Who is the designer of the bamboo play object shown below –



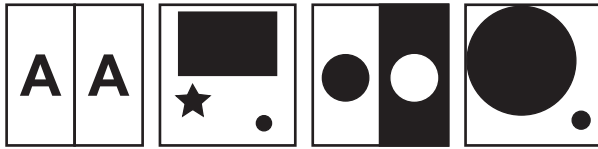
- (A) Sandeep Sangaru
- (B) Sahil & Sarthik
- (C) Parthiv Shah
- (D) Chabdrashekhar Bheda

016. In the picture shown below, the two horizontal bands at the edges of the phone –



- (A) are for Aesthetics
- (B) helps in stability
- (C) Acts as antenna
- (D) None of the above

- 017.** Identify the correct sequence of visual design principles associated with the below shown images-



- (A) Contrast, Balance, Scale, Hierarchy
 (B) Balance, Contrast, Scale, Hierarchy
 (C) Balance, Hierarchy, Contrast, Scale
 (D) Contrast, Balance, Hierarchy, Scale
- 018.** The below mentioned product is basically a-



- (A) Juicer
 (B) Toy
 (C) Rocket design
 (D) None of the above
- 019.** Major constituent of the gun metal alloy is-
- (A) Zinc (B) Nickel
 (C) Copper (D) Iron
- 020.** Process of enlarging the hole size and enhancing its surface finish is known as-
- (A) Drilling (B) Reaming
 (C) Boring (D) None of the above

- 021.** Match as appropriate

P. Apple	1. Echo
Q. Tata	2. Loon
R. Amazon	3. Cortana
S. Google	4. Harrier
T. Microsoft	5. Siri

- (A) P5, Q2, R3, S1, T4
 (B) P5, Q4, R1, S2, T3
 (C) P3, Q1, R2, S4, T5
 (D) P5, Q4, R1, S3, T2
- 022.** Bauhaus – the design school was established in -
- (A) Germany (B) Italy
 (C) France (D) UK
- 023.** Identify the company that proposed concept of fabric skinned car as per the picture shown below-



- (A) Mercedes (B) Porsche
 (C) Volkswagen (D) BMW

- 024.** The working area should be illuminated _____ their surroundings.
- (A) More than (B) Less than
 (C) Equal to (D) None of the above

025. Where did the dance form “Mohini Attam” develop?

- (A) Karnataka (B) Uttar Pradesh
(C) West Bengal (D) Kerala

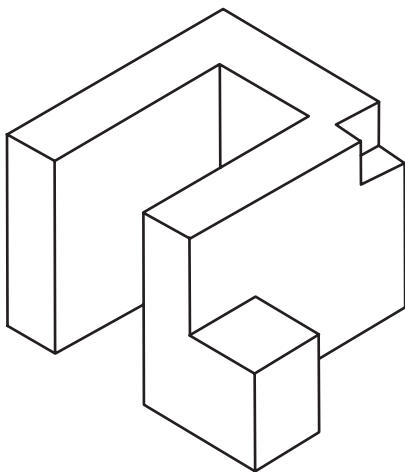
026. Who was the pioneer of the Bengal School of Art?

- (A) B.C. Sanyal
(B) Abanindranath Tagore
(C) Nandlal Bose
(D) Jamini Roy

027. Raja Ravi Verma of Kerala is associated with-

- (A) Music
(B) Science
(C) Painting
(D) Architecture

028. How many surfaces are there in the illustration shown below?



- (A) 14 (B) 16
(C) 18 (D) 20

029. Identify the tribal art form shown below-

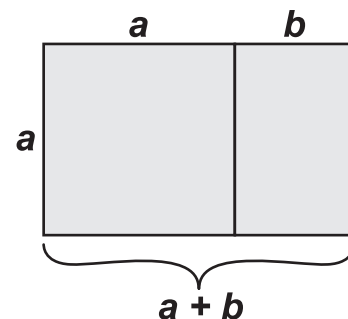


- (A) Sanjhi (B) Gond
(C) Warli (D) Madhubani

030. The PET bottles are best made using _____ process.

- (A) Vacuum Forming
(B) Injection molding
(C) Blow molding
(D) Roto molding

031. The below shown visual represents golden proportion, identify the correct ratio ($a:a+b$)



- (A) 1:1.618 (B) 1:6.182
(C) 1:4.352 (D) 1:1.928

032. The logo shown below is of-



- (A) Madhya Pradesh Tourism
- (B) Goa Tourism
- (C) Andhra Pradesh Tourism
- (D) Maharashtra Tourism

033. The dimensions of an A3 size paper is (all dimensions in mm)-

- (A) 420×297 (B) 297×210
- (C) 105×148 (D) 74×105

034. Taj Mahal is an example of which form of architecture?

- (A) Persian (B) Iranian
- (C) Mughal (D) Greek

035. The page & layout design software “InDesign” is a part of -

- (A) Autodesk
- (B) Adobe creative cloud
- (C) Microsoft
- (D) None of the above

036. Finger print scan and facial recognition are examples of -

- (A) Ergonomics
- (B) Biometrics
- (C) Design Thinking
- (D) User Testing

037. The below symbol is associated with which camera feature –



- (A) ISO (B) Shutter
- (C) Aperture (D) Macro

038. Cartoonist Mr. Pran Kumar Sharma is the creator of -

- (A) Chacha Chaudhary
- (B) Billoo
- (C) Pinki
- (D) All of the above

039. Painter and decorative artist – Alphonse Mucha, is associated with which art & design movement?

- (A) Art Nouveau
- (B) Surrealism
- (C) Minimalism
- (D) None of the above

- 040.** ‘Kirigami’ – a variation of origami involves
- (A) Only cutting of paper
 - (B) Only folding of paper
 - (C) Cutting and folding of paper
 - (D) None of the above

- 041.** The book “Don’t Make Me Think” is authored by
- (A) Jaideep Prabhu
 - (B) Marc Newson
 - (C) Steve Krug
 - (D) Jonathan Ive

- 042.** The term ‘Planned obsolescence’ is about
- (A) Management of complete product development
 - (B) Timely delivery of deliverables
 - (C) Designing a product with an artificially limited useful life
 - (D) None of these

- 043.** Match as appropriate

P. Nike	1. High Performance. Delivered
Q. Apple	2. Every little helps
R. Tesco	3. Just do it
S. Accenture	4. Because you’re worth it
T. L’Oreal	5. Think different

- (A) P3, Q1, R2, S4, T5
- (B) P3, Q5, R1, S2, T4
- (C) P5, Q4, R1, S3, T2
- (D) P3, Q5, R2, S1, T4

- 043.** Brazing is a
- (A) Design research method
 - (B) Brainstorming technique
 - (C) Metal joining process
 - (D) None of the above

- 045.** Universal design is for –
- (A) Elderly
 - (B) Kids & Women
 - (C) People with disabilities
 - (D) All of the above

- 046.** Quote - “The details are not the details. They make the product.” is by
- (A) Steve Jobs
 - (B) Charles and Ray Eames
 - (C) David Carson
 - (D) Paul Rand

- 047.** Below statement is an example of which principle?
- “80% of sales come from 20% of your products”
- (A) Pareto principle
 - (B) Fitt’s Law
 - (C) Veblen effect
 - (D) Biophilia effect

- 048.** ‘Cradle to Cradle’ design concept was developed by
- (A) Michael Braungart & William McDonough
 - (B) Tim Cook & Jonathan Ive
 - (C) Steve Jobs & Tim Brown
 - (D) None of the above

049. The Swachh Bharat Abhiyan logo is designed by

- (A) Udaya Kumar
- (B) Anant Khasbardar
- (C) Gunjan Jain
- (D) Siddharth Kulkarni

050. India Design Mark is –

- (A) India's ranking at Global innovation index
- (B) Ranking of Design institutions of India
- (C) A Design standard, a symbol, which recognizes good design
- (D) None of the above

051. What is the full form of PNG file extension?

- (A) Pure Natural Graphics
- (B) Pixel Native Graphics
- (C) Portable Neon Game
- (D) Portable Network Graphics

052. The brainstorming technique 'SCAMPER' – which helps generate ideas for new product & services; the letter "S" stands for-

- (A) Shield (B) Sort
- (C) Substitute (D) None of the above

053. The below symbol is associated with



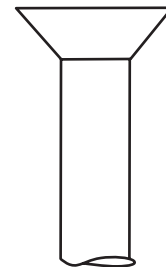
- (A) Adobe
- (B) Dassault Systems
- (C) Adobe Spark
- (D) AOL

054. Match as appropriate

P. Elon Musk	1. IDEO
Q. Ritesh Agarwal	2. SpaceX
R. Tim Brown	3. ISRO
S. Tim Cook	4. OYO
T. K. Sivan	5. Apple

- (A) P2, Q1, R3, S4, T5
- (B) P4, Q5, R1, S2, T3
- (C) P5, Q4, R1, S3, T2
- (D) P2, Q4, R1, S5, T3

055. The following figure represents which rivet head?



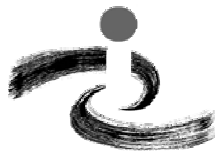
- (A) Conical head
- (B) Snap head
- (C) Countersunk head
- (D) Pan head

- 056.** FINE- a unique initiative to recognise, respect and reward grassroots innovations and foster a supportive ecosystem stands for-
- (A) Festival of Innovation & Entrepreneurship
 - (B) Focus on Indian Native Experimentations
 - (C) Festival of Indian Entrepreneurship
 - (D) None of the above

- 057.** The term 'Affordance' in design is about
- (A) Qualities or properties of an object that define its possible usage
 - (B) Design attributes that define the object costing
 - (C) Financial feasibility and customer purchase
 - (D) None of the above

- 058.** The hollywood movie 'The Fountainhead' was based on book authored by-
- (A) King Vidor
 - (B) Ayn Rand
 - (C) James Cameron
 - (D) David Fincher

- 059.** Below logo belongs to-



- (A) National Design Council - India
- (B) National Design Foundation - India
- (C) National Innovation Foundation - India
- (D) National Design Agency

- 060.** A form of thermoplastic adhesive that is commonly sold as solid cylindrical sticks designed to be applied using a hot glue gun is
- (A) All-purpose adhesive
 - (B) Tube adhesive
 - (C) Highly dense adhesive
 - (D) Hot melt adhesive

- 061.** Arrange the words given below in a meaningful sequence
1- Poverty, 2- Population, 3- Death, 4- Unemployment, 5- Disease
- (A) 2, 3, 4, 1, 5
 - (B) 2, 4, 1, 5, 3
 - (C) 3, 4, 2, 5, 1
 - (D) 1, 2, 3, 4, 5

- 062.** 'USB' stands for-
- (A) Universal Sum Business
 - (B) Universal Serial Bus
 - (C) Usability Synthesis of Business
 - (D) None of the above

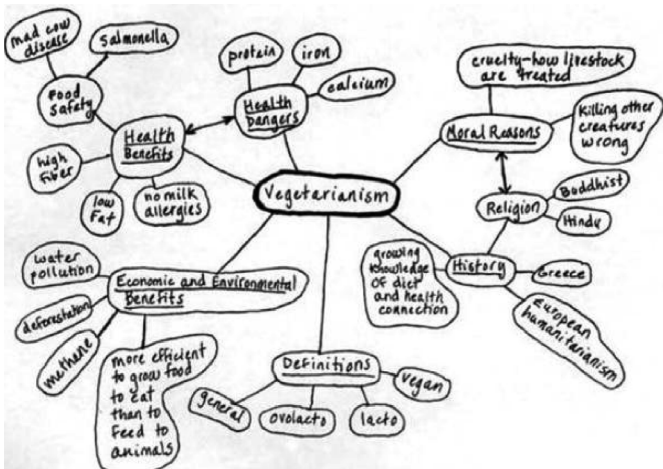
- 063.** The full form of 'ABS' plastic is
- (A) Acrylonitrile Bizol Serum
 - (B) Acrylic Blazed Styrene
 - (C) Acrylonitrile Butadiene Styrene
 - (D) None of the above

- 064.** Automobile maker Tata Motors filed approx. _____ patents for its compact car 'Nano'
- (A) 15-20
 - (B) 20-25
 - (C) 25-30
 - (D) 30+

065. 'Make in India' - an initiative of the Government of India was launched in the year

- (A) 2014 (B) 2015
(C) 2016 (D) 2017

066. The below depicted composition best describes a



- (A) Mind map (B) Doodle
(C) Word cloud (D) Group text

067. Choose the correct alternative which can be substituted for the below given sentence.

"The person who knows everything"

- (A) Omniscient (B) Omnipresent
(C) Omnipotent (D) Oblivious

068. In the RGB colour model, the letter 'B' refers to

- (A) Black (B) Blue
(C) Brown (D) None of the above

069. Which of the following is NOT advised in a brainstorming session?

- (A) Be Respectful
(B) Don't judge
(C) Go for quality over quantity
(D) Your marker is your voice

070. Both Empathy Maps and Personas are tools used to fully understand the

- (A) Proposed Design solution
(B) Bias and Negative behaviour
(C) Context of Design brief
(D) Primary Stakeholder

071. In Design Thinking, HMW stands for:

- (A) How might we ..
(B) Highly motivated wish ..
(C) Huge missing wish ..
(D) None of the above

072. Empathy is a synonym for sympathy. The statement is -

- (A) True
(B) False
(C) Depends on scenario
(D) None of the above

073. The term 'Ergonomics' is related to human-

- (A) Safety
(B) Comfort
(C) Both A & B
(D) None of the above

074. As per United Nations Development Programme (UNDP), SDG stands for
(A) Sustainable Development Goals
(B) Smart Development Goals
(C) Smart Design Goals
(D) None of the above

075. The Air Quality Index (AQI) for “Good air quality” ranges between-
(A) 0 - 50 (B) 51-100
(C) 101-150 (D) 151-200

076. In which of the following city Elephant festival is celebrated annually?
(A) Faridabad (B) Jaipur
(C) Ajmer (D) Pushkar

077. Rumtek Monastery is located in which Indian state?
(A) Assam
(B) Himachal Pradesh
(C) Jammu & Kashmir
(D) Sikkim

078. Late Prof. M.P. Ranjan who was a celebrated design thinker, pioneered research work in
(A) Plastics (B) Bamboo
(C) Ceramics (D) Cement

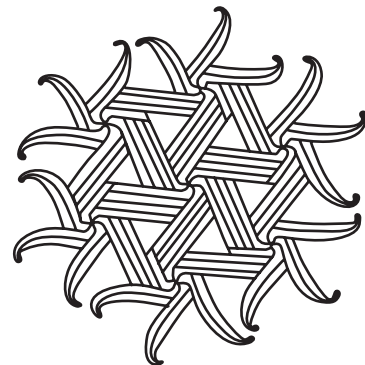
079. The Chief Design officer of Apple is
(A) Jonathan Ive
(B) Mark Davis
(C) Mauro Porcini
(D) None of the above

080. In web design – RWD stands for
(A) Repetitive web design
(B) Responsive web design
(C) Raw web design
(D) None of the above

081. The term ‘Lateral Thinking’ was coined by
(A) Clayton Christensen
(B) Steve Jobs
(C) Tim Brown
(D) Edward de Bono

082. In Typography, which terms refers to spacing between two characters?
(A) Leading
(B) X-height
(C) Kerning
(D) None of the above

083. The below logo is associated with-



(A) Goonj (B) Swayam
(C) Dastkar (D) Care India

- 084.** 'IPR' stands for
 (A) Intellectual Property Rights
 (B) Intellectual Product Rights
 (C) Interactive Property Rights
 (D) All of the above
- 085.** Bharat Ratna (the highest civilian award) for the year 2019 has been awarded to
 (A) Pranab Mukherjee
 (B) Nanaji Deshmukh
 (C) Bhupen Hazarika
 (D) All of the above
- 086.** _____ is a Design Thinking technique where team members seek the worst solution in ideation sessions.
 (A) Worst Possible Idea
 (B) Game Storming
 (C) Card sorting
 (D) None of the above
- 087.** The Logo and Identity for the Bihar Museum as per the image shown below is done by



- (A) Think Design
 (B) Design factory India
 (C) Lopez Design
 (D) None of the above

- 088.** The design studio – 'Lollypop' is primarily in the domain of
 (A) Transportation
 (B) UX/ UI
 (C) Bio Medical products
 (D) None of the above
- 089.** The Train 18 – India's first engineless train is also known as
 (A) Shatabdi 2.0
 (B) Vande Express
 (C) Humsafar Express
 (D) Vande Bharat Express
- 090.** The Statue of Unity dedicated to Sardar Vallabhai Patel is designed by sculptor
 (A) Ram V. Sutar
 (B) Anish Kapoor
 (C) Lokesh Patel
 (D) Mahendra Nath
- 091.** The term 'Six Thinking Hats' is an approach
 (A) To product lifecycle
 (B) Timely delivery of deliverables
 (C) To improve decision making
 (D) None of these
- 092.** The brand 'Decathlon' is associated with
 (A) Luxury clothing wear
 (B) Office & home furnishings
 (C) Designer cutlery
 (D) Sports related

093. Match as appropriate

P. Ather	1. Note taking app
Q. Inshorts	2. Online portfolio platform
R. Behance	3. Electric bike
S. Evernote	4. Product/ Appliance Renting app
T. RentoMojo	5. News app

- (A) P3, Q1, R2, S4, T5
- (B) P4, Q5, R1, S2, T3
- (C) P5, Q4, R1, S3, T2
- (D) P3, Q5, R2, S1, T4

094. Below logo is associated with-



- (A) VAIO
- (B) BPTP
- (C) CISCO
- (D) DELLOITE

095. Two G's in GOOGLE logo are of colour

- (A) Red & Green
- (B) Red & Blue
- (C) Red & Yellow
- (D) Blue & Blue

096. The below is an image of mode dial of a digital camera, the letter 'S' on the dial depicts-



- (A) Sports mode
- (B) Scenery mode
- (C) Shutter Priority
- (D) Slow mode

097. STL file format is used for

- (A) Rapid prototyping
- (B) 3D printing
- (C) Computer aided manufacturing
- (D) All of the above

098. 'Kalaripayattu' is a/ an

- (A) Word game
- (B) Martial arts technique
- (C) Art form
- (D) Writing style

- 099.** Smelting is the process of
- (A) expelling moisture, carbon dioxide, sulphur and arsenic from the iron ore by heating in shallow kilns
 - (B) applying heat to ore in order to extract out a base metal
 - (C) removing the impurities like clay, sand etc. from the iron ore by washing
 - (D) None of the above
- 100.** The sculpture named 'Sky Mirror' in England is by
- (A) Satish Gujral
 - (B) Nek Chand
 - (C) Shiv Singh
 - (D) Anish Kapoor

SPACE FOR ROUGH WORK / कच्चे काम के लिये जगह