B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2025

Seventh Semester

Computer and Communication Engineering

20CCEL702 - HUMAN COMPUTER INTERACTION

Regulations - 2020

Duration: 3 Hours   Max. Marks: 100

PART - A (MCQ) (10 × 1 = 10 Marks)
Answer ALL Questions

		Marks	K – Level	CO

1. ----memory is for touch. — 1, K1, CO1
   (a) iconic   (b) echoic   (c) haptic   (d) Both haptic & iconic

2. Cones help with -----_vision. — 1, K1, CO1
   (a) low light   (b) color   (c) peripheral   (d) Both color& low light

3. If requirements are easily understandable and defined_____ model is used. — 1, K1, CO2
   (a) Waterfall   (b) Spiral   (c) Increment   (d) Water & Spiral

4. Selection of a model is based on _____ — 1, K1, CO2
   (a) Requirements   (b) Project type and associated risk
   (c) Development team & Users   (d) all of the mentioned

5. Scenarios are stories for_____ — 1, K1, CO3
   (a) design   (b) analysis   (c) implementation   (d) design & analysis

6. --------_attaches behavior to graphical and textual interaction objects to mimic the systems functionality. — 1, K1, CO3
   (a) Limited functionality simulations   (b) Story boards
   (c) Limited functionality simulations & Story boards (d) CRC Cards

7. Types of textual communication include _____ — 1, K1, CO4
   (a) discrete   (b) linear   (c) nonlinear   (d) spatial

8. -------__sees the user as active not only in using the technology but in designing it — 1, K1, CO4
   (a) Participatory design   (b) Ethnography   (c) Representative   (d) Steganography

9. GSM stands for------------ _____ — 1, K1, CO5
   (a) Global System for Mobile   (b) Global Special for Mobile
   (c) Group special mobile   (d) None of the mentioned

10. What method does Amazon use to display additional product recommendations? — 1, K1, CO6
    (a) Overlay   (b) Inline suggestions   (c) New page   (d) Sidebar widget

PART - B (12 × 2 = 24 Marks)
Answer ALL Questions

No.	Question	Marks	K – Level	CO
11.	Define Gestalt Theory.	2	K1	CO1
12.	State the meaning of ergonomics.	2	K1	CO1
13.	What is heuristic evaluation?	2	K1	CO2
14.	Mention different types of prototyping.	2	K1	CO2
15.	Compare formative evaluation vs summative evaluation.	2	K2	CO3
16.	Show the three main goals of Evaluation.	2	K1	CO3
17.	List the four elements of GOMS.	2	K1	CO4
18.	Differentiate Linear text vs. hypertext.	2	K2	CO4
19.	What is Cocoa Touch?	2	K1	CO5
20.	List the categories of mobile platforms.	2	K1	CO5
21.	State the meaning of auto complete pattern.	2	K1	CO6
22.	Define Carousel.	2	K1	CO6

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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PART - C (6 × 11 = 66 Marks)
Answer ALL Questions

23.	a)	Briefly discuss about the types of memory and describe five important differences between Short Term Memory and Long-Term Memory.	11	K2	CO1

OR

	b)	Draw the block diagram representing human-computer Interaction framework and explain it.	11	K2	CO1

24.	a)	Explain the Software Life Cycle in Detail.	11	K2	CO2

OR

	b)(i)	Illustrate about Navigation design through Levels of Interaction and Screen design.	6	K2	CO2
	(ii)	What is known as a hill-climbing approach? Explain.	5	K2	CO2

25.	a)	With help of Norman's model of interaction, explain the process of execution.	11	K2	CO3

OR

	b)	Briefly discuss about the three main approaches to prototyping.	11	K2	CO3

26.	a)	Write short notes on (i) Text(ii)Hypertext (iii)Multimedia.	11	K2	CO4

OR

	b)	Discuss how do 'golden rules' and heuristics help interface designers take account of cognitive psychology?	11	K2	CO4

27.	a)	Briefly describe the layers of the mobile ecosystem.	11	K2	CO5

OR

	b)	Discuss the various elements of Mobile Design with a step by step method explain how to design a registration page for movie ticket booking.	11	K2	CO5

28.	a)	Describe in detail about the three specific types of overlays: (i)Dialog Overlays (ii)Detail Overlay(iii)Input Overlays	11	K2	CO6

OR

	b)	How are contextual tools used in the design of rich web UI? Also illustrate and compare with suitable examples.	11	K2	CO6