



SCHOOL OF COMPUTER SCIENCE ENGINEERING AND INFORMATION SYSTEMS
CONTINUOUS ASSESSMENT TEST - II
FALL SEMESTER 2024-2025

SLOT: C2+TC2

Programme Name & Branch : B.TECH – Information Technology
Course Code and Course Name : BIT311L – Human Computer Interaction
Faculty Name(s) : Prof. Rajeswari C, Prof. Rajesh Kaluri
Class Number(s) : VL2024250103498, VL2024250103502
Date of Examination : 15.10.2024
Exam Duration : 90 minutes
Maximum Marks: 50

General instruction(s):

- Answer All Questions
- M - Max mark; CO – Course Outcome; BL – Blooms Taxonomy Level (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)

Course Outcomes

CO2 - Analyze the design process, theories, models and interaction types for the problem statement.

CO3 - Formulate suitable methodology for the problem statement using appropriate methods, procedures and tools for the various phases of product development life cycle process.

CO4 - Predict, assess, evaluate and recommend the appropriate design to the target users.

Q. No	Question	M	CO	BL
1.	Kapal is trying to complete a purchase on Amazon website and he has filled in all the required information, but when he clicks on "Submit," the website gives an error message saying their payment information is invalid. Considering the scenario, elaborate the process of gulf and execution and evaluation and identify which gulf Kapal is experiencing?	10	CO2	BL5
2.	A customer is chatting with a customer service chatbot and having a difficult time with a product and is frustrated. How could the chatbot use affective computing to understand the customer's emotional state and respond appropriately? Also, mention what are the potential challenges in accurately detecting emotions through text-based communication?	10	CO3	BL2
3.	TATA CROMA company may want to use visitor data for marketing purposes, such as sending newsletters or invitations to future events. Illustrate the five key issues used in the process of data gathering for collecting the requirements.	10	CO4	BL4
4.	A team is designing a new fitness app for 25-45-year-old professionals working in high-stress jobs, often traveling for work, and with limited free time. Determine how can personas be used to identify key features and functionalities that would appeal to each user group?	10	CO3	BL3
5.	redBus is one of the largest online bus ticket booking platforms, connecting various cities across India with just a click of a button and the company has asked a set of designers to redesign the mobile app as per the latest UI trends. Illustrate how can low-fidelity prototypes be used to test the user interface and interactions for the device.	10	CO4	BL4
