

GD GOENKA SCHOOL OF FASHION & DESIGN

DESIGN APTITUDE TEST (DAT-2013)

Duration: 3 hours

Form Number _____
Candidate's Name _____
Candidate's Signature _____
Exam Centre _____

Instructions:

1. Fill in the information asked above
2. All questions are compulsory
3. Use only black lead pencil where required. No colour pencil/ crayon/ paint are to be used.
4. The maximum duration of the exam is 180 minutes

NOTE: DO NOT BREAK THE SEAL UNTIL ASKED TO DO SO

FOR OFFICIAL USE ONLY

Marks Obtained in
Section A
Section B
Section C
Section D
TOTAL

Examiner's signature

9. The new officer is a **brash** young man.
(a) polite (b) arrogant (c) kind (d) handsome

10. The inhabitants of the island were **barbarians**.
(a) bad (b) uncivilized (c) cruel (d) civilized

In each of the following questions, out of the given alternatives, choose the one which best expresses the meaning of the highlighted part of the sentence.

11. He had the **nerve** to suggest that I was cheating.
a) courage b) audacity c) capacity d) strength

12. He kept his eyes peeled and his ears pricked for some important **clue**.
a) hint b) inkling c) intimation d) signal

13. I found his crude manners **abominable**.
a) flattering b) sloppy c) detestable d) attractive

14. Everybody laughed at the **puerility** of his statement.
a) inaccuracy b) childishness c) insincerity d) falsehood

15. He tried to **cajole** her, but it was in vain.
a) enjoin b) coax c) rejoice d) inspire

Direction: Four alternatives are given for the idiom/phrase bold in the sentence. Choose the alternative which best expresses the meaning of the idiom/phrase and mark it in the answer sheet.

16. Having no arguments to defend his point, the speaker began 'to beat about the bush'.
(a) wander across the words (b) speak in haphazard manner
(c) speak in round-about manner (d) make use of irrelevant reference

17. They were offered six months' rent 'in lieu of' the notice to vacate the building.
(a) in spite of (b) in place of (c) despite of (d) in addition to

18. The reputed company is 'in the red' due to the recession.
(a) making money (b) losing money (c) in danger (d) spending money

19. When the principal was entering the class, all my friends quietly disappeared, leaving me alone 'to face the music'
(a) to listen to him (b) to enter into the class (c) to bear the criticism (d) to listen to a favourable comment

20. The South African team proved to be the 'dark horse' in the Cricket World Cup.
(a) A strong intruder (b) a skilled team (c) the most powerful (d) an unexpected winner

21. Write a 500-word essay on any one of the following –

Some people believe that the media, such as the press, TV and Internet should be more strictly controlled. Others feel that controls should be loosened to give people freer access to information. What's your opinion? Justify your choice. OR

In our country people working in sport and entertainment earn much more money than professionals like doctors, nurses and teachers. Why do you think this happens in Indian society and do you consider it is good or bad? OR

Without capital punishment (the death penalty) our lives are less secure and crimes of violence increase. Capital punishment is essential to control the incidence of rape and violence in our society. To what extent do you agree or disagree? Justify.

SECTION - B [GENERAL KNOWLEDGE] Marks 25, Time approx. 15 minutes

1. Which of the following is a synthetic fibre?
(a) Silk (b) Cotton (c) Jute (d) Nylon
2. Which of the following is obtained from an animal source?
(a) Cotton (b) Jute (c) Silk (d) Polyester
3. Which of the following is not a secondary colour?
(a) Purple (b) Green (c) Orange (d) Brown
4. Which is the most popular combination for a traditional Bengali sari?
(a) Black and Red
(b) White and Red
(c) Red and Gold
(d) White and Gold
5. Palazzos are a type of
(a) Shirt (b) Shoe (c) Pants (d) Hair style
6. Which is the most popular perfume by Chanel?
(a) Chanel No. 1 (b) Chanel No. 3 (c) Chanel No. 5 (d) Chanel No. 7
7. Studded gloves were made famous by
(a) Elvis Presley (b) Madonna (c) Michael Jackson (d) Lady Gaga
8. The Harry Potter series has been authored by
(a) R.L. Stevenson (b) C.S. Lewis (c) Enid Blyton (d) J.K. Rowling
9. Find the odd one out
(a) flipkart.com (b) snapdeal.com (c) olx.com (d) makemytrip.com
10. Which disease has been eradicated in India?
(a) Malaria (b) Small Pox (c) Polio (d) A.I.D.S
11. Bathroom tiles are made of
(a) Steel (b) Wood (c) Ceramic (d) Rubber
12. As compared to steel, plastic is
(a) Stronger (b) Lighter (c) Heavier (d) More expensive
13. The city of Cannes in France is best known for a
(a) Film Festival
(b) Fashion Week
(c) Tennis Championship

(d) Formula One Racing

14. L'Oreal is a brand for

- (a) Music (b) Cosmetics (c) Cars (d) Shoes

15. Virgin Atlantic is the name of

- (a) A drink
(b) An island in the Atlantic Ocean
(c) An airline
(d) A deodorant

16. Which is the fourth colour of the rainbow

- (a) Indigo (b) Green (c) Blue (d) Yellow

17. Which of the following is not a film award

- (a) Oscar (b) Filmfare (c) Grammy (d) IIFA

18. Which of the following is not a women's ethnic wear brand

- (a) Biba (b) Meena Bazaar (c) Fabindia (d) Zara

19. Which of the following is a solid geometrical form?

- (a) Circle (b) Triangle (c) Rectangle (d) Cube

20. Which of the following has geometric feature?

- (a) Shell (b) Flower (c) Leaf (d) Feather

21. Zardosi is the name of a

- (a) Fiber (b) Cloth (c) Style of saree (d) Embroidery

Mark the odd one out.

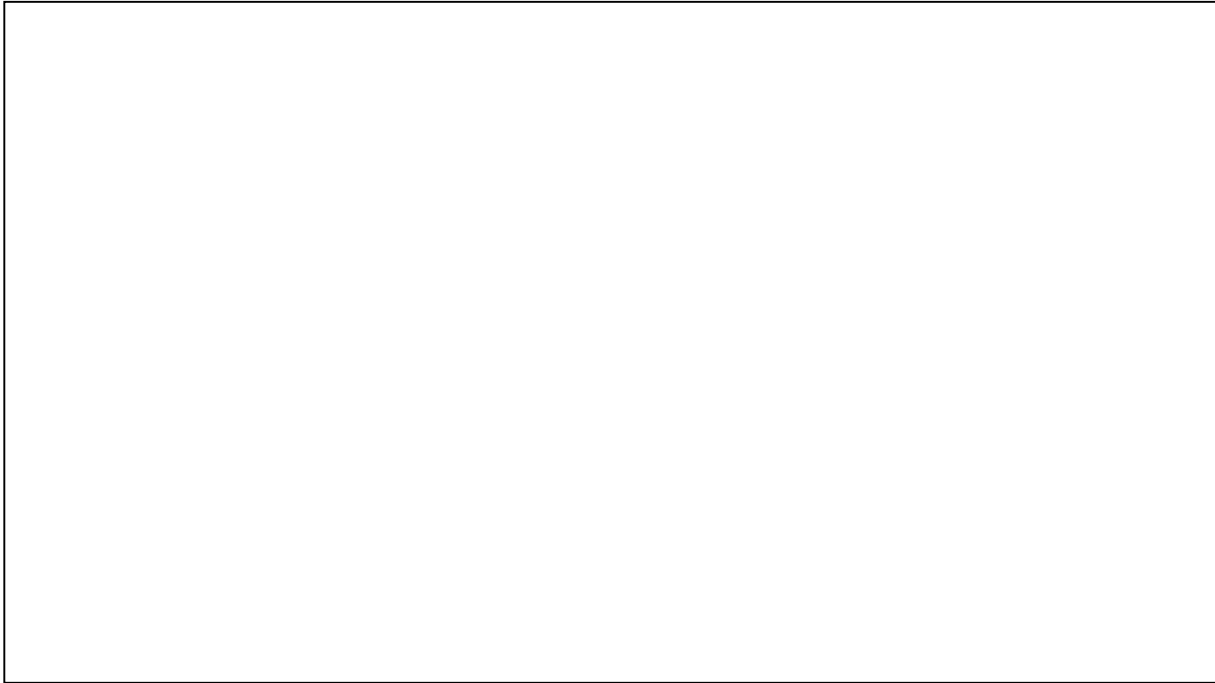
22. a) Shoes (b) Socks (c) Slippers (d) Sandals
23. a) Tie (b) Cravat (c) Bow (d) Handkerchief
24. (a) Satin (b) Nylon (c) Chiffon (d) georgette

25. Match the tagline to the brand

- | | |
|--------------------|---------------------------------|
| Nike | A. <i>Kuchh Meetha Ho Jaye</i> |
| McDonald's | B. <i>Just Do It</i> |
| Lux Cozi | C. <i>Yeh Andar ki Baat Hai</i> |
| Cadbury Dairy Milk | D. <i>The Complete Man</i> |
| Raymond's | E. <i>I'm lovin' it</i> |

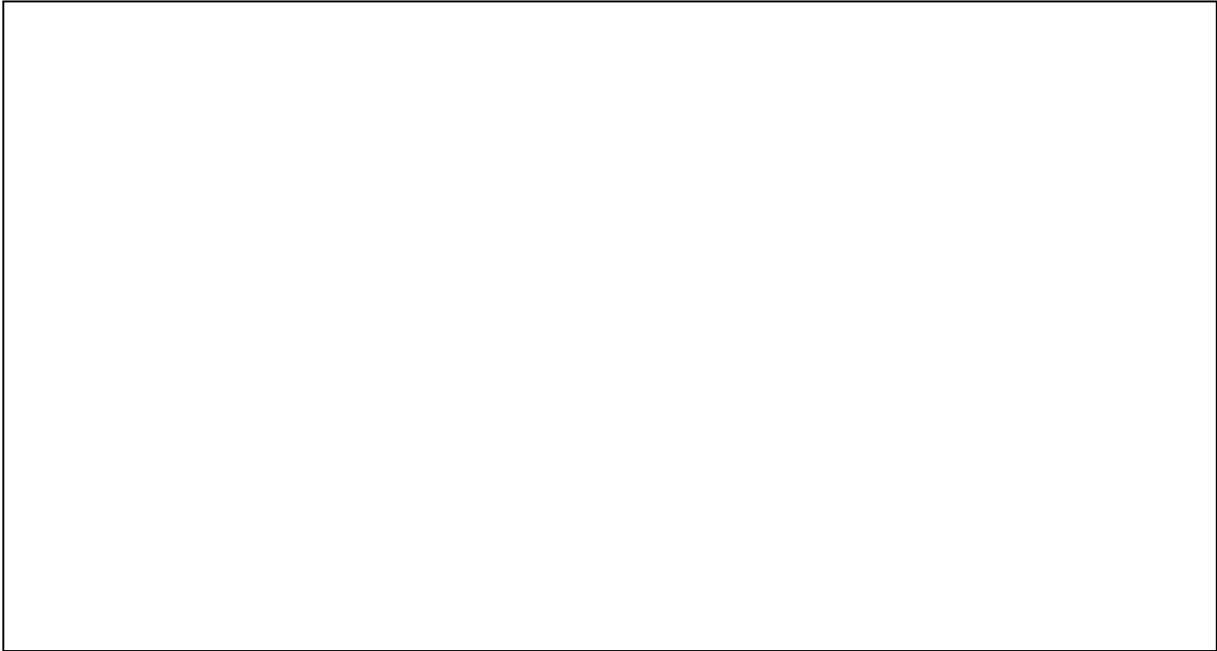
SECTION - C [CREATIVE SKILLS I] Marks 50, Time approx. 60 minutes

1. Think about how an elderly person goes about doing various activities during the day viz. walking, climbing stairs, sitting down on a sofa, taking a bath etc and design a walking stick which can serve to assist him during the day in the best possible way. Draw your stick below labeling the various features you have added and write a line each on how that feature will assist.



2. Draw any one of the following from memory giving maximum details.

A 1000 Rupee Note, Dashboard of a car, speedometer & handlebar of a motorcycle



3. You have to design a logo for one of the companies given below. The logo must capture the essence of the brand. You can use text or graphics or both. The choices of companies are - LUX light bulbs; ENERGIC health drink; GD Goenka School of Design

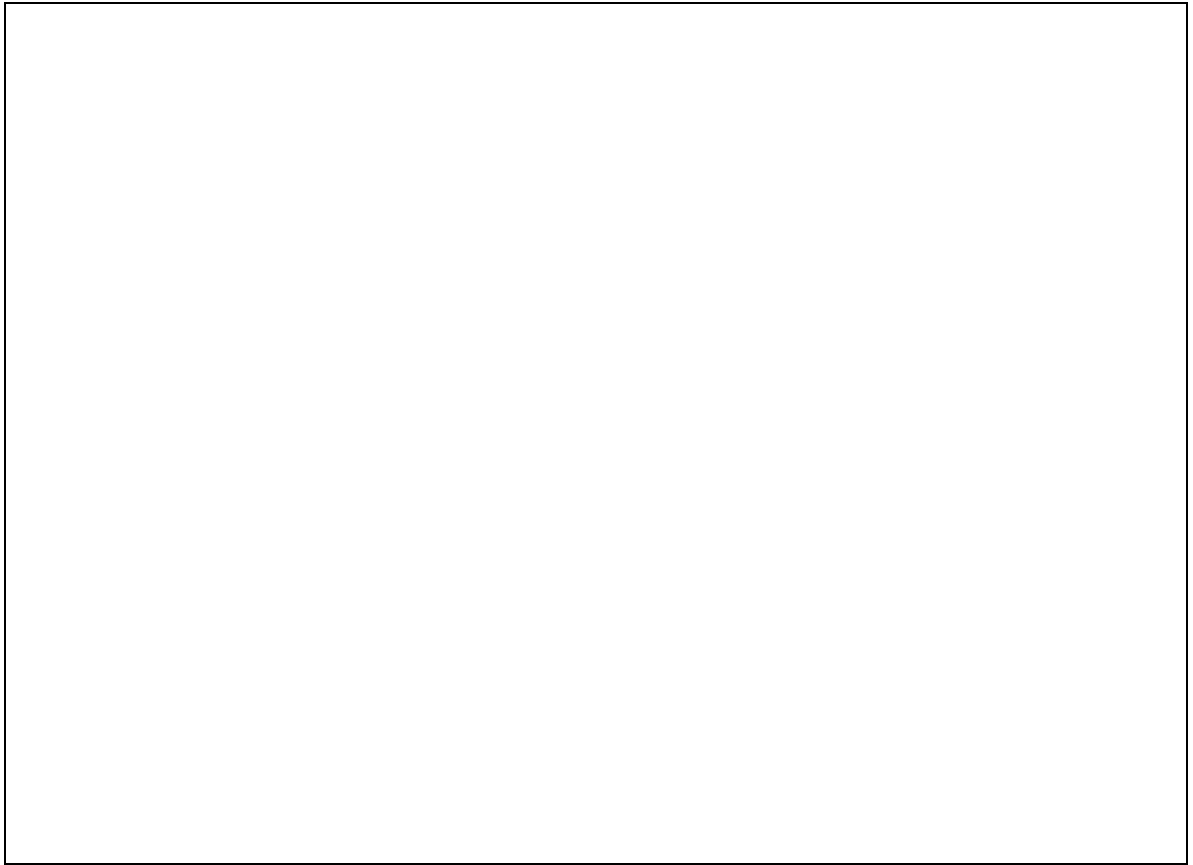
Identify and list 5 characteristic features of the brand that the logo should convey and describe how your logo achieves that.

Choice of Company _____

Characteristic Features of the brand

1. _____
2. _____
3. _____
4. _____
5. _____

Logo Design

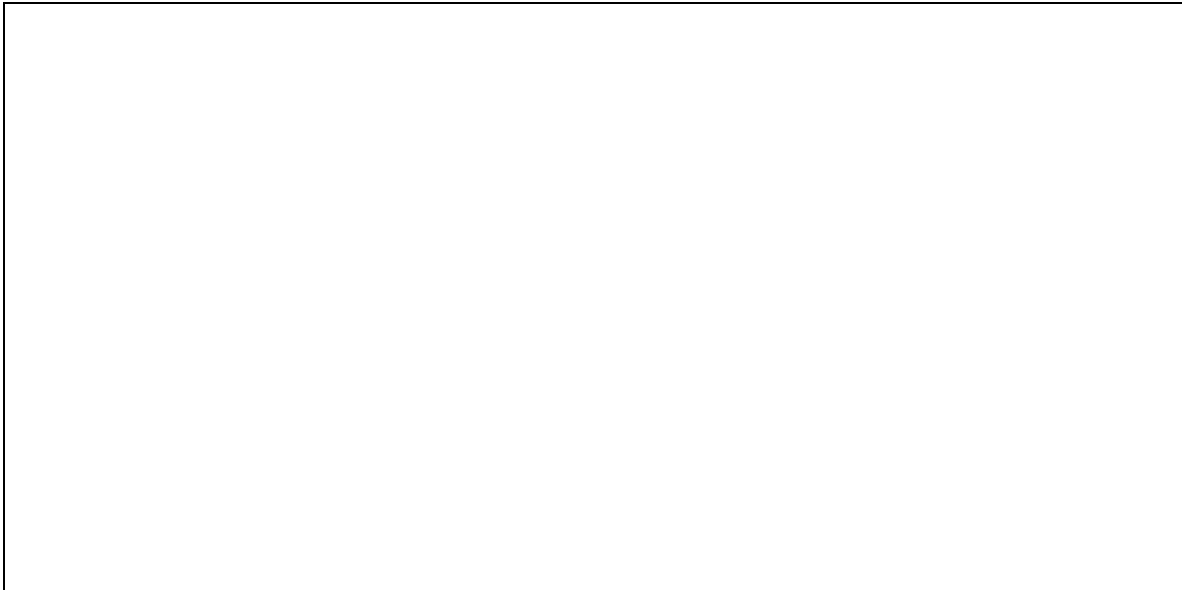


Your description

4. Choose any four of the words given below and create a short story of about 250 words. The story must have a title. Underline the chosen words in the text.

GIRL, DELHI, FUN, HAPPY, PHONE, BANANA, BREAD

Make an Illustration for the above story made by you.



SECTION D [CREATIVE ABILITY II] Marks 50, Time approx. 1 hour

1. Complete the following analogy
Wax: Candle :: _____ : Paper
(a) Tree (b) Bamboo (c) **Pulp** (d) Wood
2. If a cube of side 8 cm is melted to make cubes of 4 cm side, each, how many cubes will you get?
(a) 4 (b) **8** (c) 12 (d) 16
3. 0.0007 =?
(a) 7% (b) 0.7% (c) **0.07%** (d) 0.007%
4. Brass is a mixture of
(a) Copper and Steel
(b) Copper and Zinc
(c) Zinc and Tin
(d) Steel with high lead content
5. 1 inch is equal to
(a) **2.54 cm** (b) 5 cm (c) 20 mm (d) 15.67 mm
6. How many A4 sheets can be cut from an A0 sheet of paper?
(a) 4 (b) 5 (c) 8 (d) 16
7. How many surfaces are there in the solid object given below?
(a) 8 (b) **9** (c) 10 (d) 12
8. The city of Chandigarh was designed by
(a) **Le Corbusier** (b) B.V. Doshi (c) I.M. Pi (d) Edwin Lutyens
9. Blue is a
(a) Hot colour (b) **Cold Colour** (c) Secondary Colour (d) Neutral Colour
10. Which of the following is a complimentary colour scheme
(a) Green- Yellow (b) Blue- Red (c) Yellow- Black (d) Red- Green
11. A focal point is
(a) A point in the centre of a drawing
(b) A centre of interest in a drawing
(c) A point in the corner of a drawing
(d) A point in a circle
12. The sphinx is located in
(a) Paris (b) Syria (c) **Giza** (d) Lebanon

13. If a paper is folded along the dotted lines and punched as shown in the picture. Identify the paper as it would appear after unfolding.

(a)

(b)

(c)

(d)

14. Identify the odd figure out:

(a)

(b)

(c)

(d)

15. Identify the front view of the given object

(a)

(b)

(c)

(d)

16. Identify the top view of the given object

(a)

(b)

(c)

(d)

17. Identify the front view of the object whose top view is shown below

(a)

(b)

(c)

(d)

18. Which object is likely to form on folding the form given below

(a)

(b)

(c)

(d)

19. Choose the mirror image of the shape

(a)

(b)

(c)

(d)

20. The solid cube shown below is a combination of two identical pieces. Draw the shape of the piece in three dimension.

21. Using a pencil only, make signage for the following three warnings using simple drawings and graphics so that it communicates the idea clearly. DO NOT USE WORDS in your drawing.

- a. Keep your mobile on 'silent' mode
- b. Do not stick bills on this wall
- c. Keep off the grass

