

Admit Card Number
Candidate's Name
Candidate's Signature
Exam Centre

Instructions:

- 1. Fill in the information asked above
- 2. All questions are compulsory
- 3. 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	

DESIGN APTITUDE TEST (DAT-2014)

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<u>G D GOENKAUNIVERSITY</u> **FROM FOUNDATION TO FLIGHT**



DESIGN 2014 APTITUDE TEST

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Examiner's signature

SECTION - A [COMMUNICATION SKILLS] Marks 20

Q1. Fill in the blanks choosing words from the choice given against each number.

In all compositions ---1--- is the most -----2---virtue. You should write in simple and ----3--- manner. The words chosen should be ---4--- in meaning. Try not to use ---5--- words merely because they are ---6----. Do not allow poetic images of ---7--- to spoil the grace of good style. It is no longer -8--to stuff your composition with too many ----9---- or proverbs especially if their relevance is ---10---. (5marks)

1	2	3	4	5
a.Flourish	a.described	a.showy	a.quick	a.short
b.complexity	b.hidden	b.straightforward	b.haphazard	b.difficult
c.simplicity	c.depicted	c.ornate	c.discriminating	c.appropriate
d.reserve	d.admired	d.Decorative	d.clear	d.small
6	7	8	9	10
a.literary	a.stories	a.uncommon	a.writers	a.observed
b.familiar	b.pictures	b.disliked	b.philosophies	b.good
c.distant	c.similes	c.difficult	c.quotations	c.clear
d.admired	d.examples	d.fashionable	d.systems	d.doubtful

Q2. Tick the answers based on the Para given below.

In her book "Understanding Fashion", the cultural historian Elizabeth Rouse explains: "clothing is not a random or totally individual affair: it is a social activity. So, take traditional costume out of context and it feels awkward". Discussing the specific language of costume around the world, Rouse says: "Many Asian women retain the sari as a form of dress, despite its impracticality in British winters, because of its social significance within their culture as an expression of loyalty to that way of life." And it is the significance of clothing in relation to a specific culture that makes me uncomfortable with the casual adoption of traditional attire for "an occasion". It feels too nonchalant, somehow, too lacking in respect for the rich heritage and language of such attire. Because the sari is so deeply ingrained in a certain ethnicity, others do not easily adopt it.

Jessica Frazier, a fellow of the oxford center for Hindu studies and founder and managing editor of the Journal of Hindu studies, stresses the importance of getting the detail correct when wearing a sari. "it is laden with unwritten language: the way you tie it, the length, the fabric, the way the pallu is draped over one's shoulder, the under blouse, the accessories, the posture," she says. "It is a very grand statement, and finessing that is crucial. The Hindu community is very good at letting other people into their space and [letting them] borrow their cultural goods, as long as it is done respectfully, but I have never worn one for work or even to a function hosted by Hindus. I prefer to wear an Indian scarf or some jewellery as a mark of respect."

Alice Cicolini, former director of arts and culture for the British council in New Delhi, now a jewellery

designer based in London says "I love the fact that saris embrace all figures, and look amazing on everybody.

there is something very democratic about that".

Michelle Obama nailed this dress-code problem perfectly in her own Diwali ensemble last week. The first lady cleverly chose a silk shift dress by Mumbai-born, new York-based designer Naeem Khan, deftly combining a western silhouette with a skirt embellished in exotic silken embroidery that would not have looked out of place on a Rajasthani maharaja. She looked at ease and elegant, seamlessly blending two cultures in a way that was far removed from the clumsy costume-wearing of others.

- 1. Many Asian women in the west continue to wear saris as a dress because
 - a. of social significance of the sari in the Asian culture ()
 - b. so they can stand out in the crowd ()
 - c. sari looks better on Asian women then a western outfit ()

d. the layers in the drape of the sari keeps them warm in British Winters ()

- 2. Why does the author feel uncomfortable about wearing a sari
 - a. sari does not look as good on women in west as it does on Asian women ()
 - b. sari should not be casually adopted by others because of its significance as a traditional attire to a specific culture. ()
 - c. the author does not know how to wear and carry herself well in a sari ()
 - d. she doesn't like wearing ethnic outfits from other cultures ()

- 3.
- 4.
- 5.

Q3.

1.Preposterous	2.Attest
a.formal ()	a.allure ()
b.judicious ()	b.corroborate ()
c.ridiculous ()	c.assign()
d.ceremonious ()	d.enlarge ()

Q4.

Michelle Obama's Div	wali ensemble was successful	because			
a. her dress design w	as a blend of east and west sen	sibilities ()			
b. she wore a traditior	nal outfit by an Indian designer	()			
c. the dress had embr	oidery on Indian silk ()				
d. she carried her dre	ss elegantly and was complete	ly at ease wearing it ()			
Sari as an outfit is pop	oular even in the west because				
a. the sari drape embr	races all figures, and look amaz	ring on all women ()			
	fashion continues to grown in t				
	ion of Asians across the world				
d. western people like	e wearing saris in Hindu functio	ns ()			
•	to wear Indian traditional attire	because			
a. its important to get	,				
	re too complicated to wear ()	ite energifie quiture ()			
-	gnificance of an ethnic outfit to to be disrespectful to Hindu co				
u. She wouldn't want		()			
3. In the following quest	ions, select the word which is	most nearly the same in m	eaning.	(2marks)	
1.Preposterous	2.Attest	3.Dominion	4.Qualm		
a.formal ()	a.allure ()	a.recreation ()	a.crisis ()		
b.judicious()	b.corroborate()	b.separation ()	b.scruple()		
c.ridiculous ()	c.assign()	c.issue()	c.altercation ()		
d.ceremonious ()	d.enlarge ()	d.realm()	d.attribute ()		
A In the following quest	ions, select the word which is	most nearly the opposite in	meaning	(2marks)	
1. Lucid	2. Amalgamate	3. Mercurial	4. Rapid	(Emano)	
a.confusing()	a.blend ()	a.erratic ()	a.swift()		
b.bitter ()	b.segregate ()	b.fastidious ()	b.fast()		
c.austere ()	c.inattentive ()	c.stable ()	c.sluggish ()		
d.weird ()	d.righteous ()	d.sloppy ()	d.accelerate ()		
5. A farmer has 15 cow	s, all but 8 die. How many do	es he have left?		(1marks)	
Answer					
C A five letter word has	omes shorter when you add t	we lettere to it . What is the .	uordQ	(1mortzo)	
	onnes shorter when you add t		word ?	(1marks)	
Answer					
7 Channa tha andar in	high the physics should are	or to make			
			ready become an institution (S)who	(1marks)	
a. QRPS ()					
b. PSQR()					
c. RPSQ ()					

- Q7.
- c. RPSQ ()
- d. SPQR()

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(5marks)

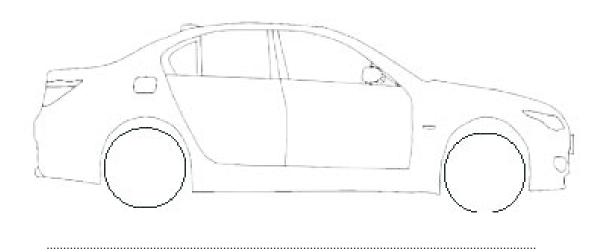
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a	d. Good things come to those who wait.	4.When everyone is facing the same challenges				-	
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Page - 4					b. Cadbury c. Nokia d. L'oreal e. Idea f. Amul g. McDonalds h. Ford		 Utterly b I am lov Just do Because Kuch m The Ulti An idea
(DAT 004 A)	Page - 4		DESIGN APTITUDE TEST	Page - 5			

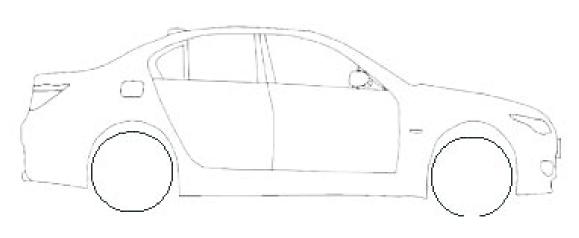
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t()	c. Mt. K2()		d. Nanda	ı Devi ()	(1 marks)	
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Q11.	The highest peak of the Hin	nalavas in India is in			(1mark)
QTT.		-			(IIIIaIK)
	a. Uttar Pradesh ()	b. Kashmir ()	c. Sikkim()	d. Himachal Pradesh ()	
Q12.	'Madhubani', a style of folk	paintings, is popular in which	n of the following states in In	dia?	(1mark)
	a. Uttar Pradesh ()	b. Rajasthan ()	c. Madhya Pradesh ()	d. Bihar ()	
Q13.	Which Bollywood star host	s big boss ?			(1mark)
	a. Aamir khan ()	b. Amithabh Bachchan ()	c. Salman Khan ()	d. Shahrukh Khan ()	
Q14.	Which famous Indian crick	eter retired in 2013 ?			(1mark)
	a. Rahul Dravid ()	b. Sachin Tendulkar ()	c. Anil Kumble ()	d. Jaques Kallis ()	
Q15.	Which country did Nelson I	Mandela belong to ?			(1mark)
	a. South Africa ()	b. South America ()	c. Egypt()	d. New Zealand ()	
			-		
Q16.	Which Hollywood star is as	ssociate with the word 'twerki	ng' ?		(1mark)
	a. Miley Cyrus ()	b. Demi Lovato ()	c. Kim Kardashian ()	d. Nicki Minaj ()	

SECTION - C [CREATIVE ABILITY],Marks 30

Q 1. Below is an image of a car. Choose two expressions from the list and color the car to depict the expressions – crazy, relaxed , dynamic, romantic, enthusiastic, gentle, powerful and vintage.



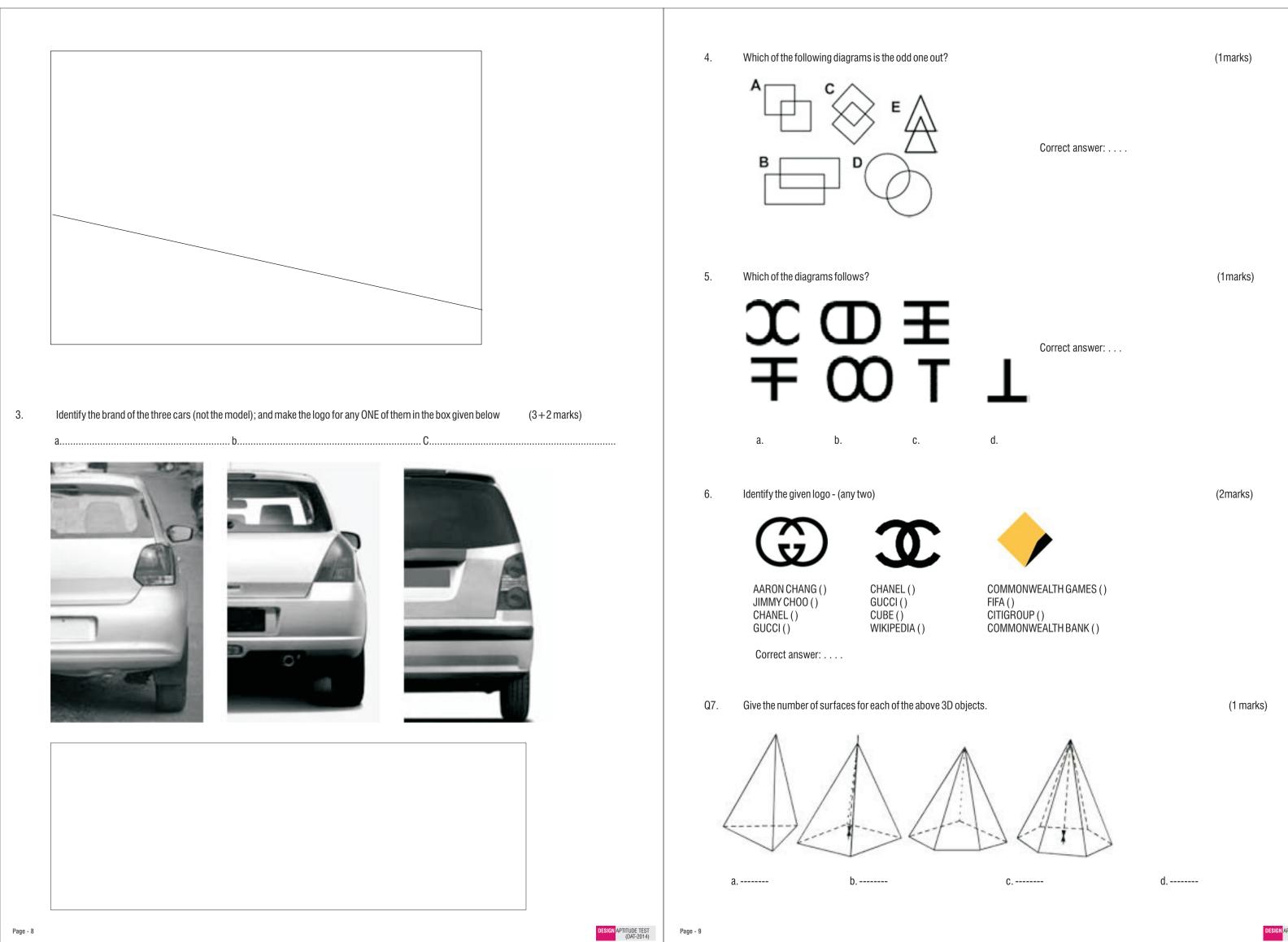


Q2. You are given a shape in the box below, make an image using the shape.

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(5+5 marks)

(5+5 marks)



Design an out fit for Lady Gaga, which she wants to wear for 2014 MTV Award function. Keeping her personality in mind, come out with a creative design. [C] Design a poster for PETA (People for the Ethical Treatment of Animals) for 2014. PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardless of whether they are useful to humans. Like you, they are capable of suffering and have an interest in leading their own lives. The poster should have a catchy tag line. [D] Design a bag for an Artist/Painter to carry his/her supplies such as sketch pad, paper, brushes, water bottle, paints (which can get messy if not stored	Answer any ONE of the following questions A, B, C OR D irrespective of the discipline you wish to pursue. Explain your design in 50 to 80 words to express your ideas and to justify your design effectively.	(25+5 marks)
 Focus more on strong creative and artistic skills to make your designs aesthetically pleasing. Select a variety of colors, fabrics and fittings keeping your star's image and personality and tastes in mind. [B] Design an out fit for Lady Gaga, which she wants to wear for 2014 MTV Award function. Keeping her personality in mind, come out with a creative design. [C] Design a poster for PETA (People for the Ethical Treatment of Animals) for 2014. PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardless of whether they are useful to humans. Like you, they are capable of suffering and have an interest in leading their own lives. The poster should have a catchy tag line. [D] Design a bag for an Artist/Painter to carry his/her supplies such as sketch pad, paper, brushes, water bottle, paints (which can get messy if not stored 	A]	
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Design a bag for an Artist/Painter to carry his/her supplies such as sketch pad, paper, brushes, water bottle, paints (which can get messy if not stored	Design an out fit for Lady Gaga, which she wants to wear for 2014 MTV Award function.	
PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardless of whether they are useful to humans. Like you, they are capable of suffering and have an interest in leading their own lives. The poster should have a catchy tag line. [D] Design a bag for an Artist/Painter to carry his/her supplies such as sketch pad, paper, brushes, water bottle, paints (which can get messy if not stored	C]	
[D] Design a bag for an Artist/Painter to carry his/her supplies such as sketch pad, paper, brushes, water bottle, paints (which can get messy if not stored properly).	PETA believes that animals have rights and deserve to have their best interests taken into consideration, regardles	
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		DESIGN APTITUDE TEST (DAT-2014)