

AMBEDKAR UNIVERSITY DELHI

Lothian Road, Kashmere Gate, Delhi – 110006

SCHOOL OF DESIGN

Aptitude Test for the MA in Social Design Programme, 4th July 2014

TOTAL MARKS: 50

Time: 10:30 am to 2:00 pm

IMPORTANT INSTRUCTIONS

1. The answers are to be filled in the question paper itself for all the questions. However, extra sheets may be added if required.
2. Question No. 2 will require you to go around the AUD Campus or surrounding areas and respond after due interaction and understanding. However, the question paper is not allowed to be taken out of the Hall, at any time during the test.
3. YOU CAN ANSWER IN HINDI OR IN ENGLISH
4. You are to return the entire test paper back to the invigilator, after completion

Name of the Applicant:.....

Application Number:.....

Signature of the Invigilator

For Official Use only. Please do not fill the part below:

Note:

This question paper is designed to help you gain a better understanding of the nature of the MA Social Design programme and its objectives and to evaluate your aptitude for the programme. The MA in Social Design programme would assist you in acquiring and developing many of the capabilities that are listed below as part of the requisite aptitude profile. We hope that you will enjoy this aptitude test process and join the MA in Social Design programme with greater clarity, conviction and motivation to do something extraordinary in your life as well as with the society around you.

Qualities desirable for and developed through the MA Social Design Programme:

1. Interest to work in areas of basic needs such as education, health, hygiene, sanitation, public transport, gender issues, etc.
2. Interested in interacting with people, their problems, aspirations, especially those from the marginalized and underprivileged sections.
3. A desire to solve problems of communities/ society in public domain. An urge to imagine how such issues could be addressed differently.
4. An ability to think of many right answers rather than one, for a given question/ problem.
5. An interest in how things are made, finding out what are the different materials and what may be the technology used to make objects that we are surrounded by and their relationship/ influence on social behavior.
6. Having a keen observation of everything around you and noticing all possible details.
7. Interest to work with artisanal communities and understand materials, skills, processes and larger social systems within which these exist.
8. Preferably an interest in the subject of creative expressions in cultures, arts, crafts, aesthetics, design and architecture.

Question 1

15 Marks

How can you create the culture of forming queues, wherever people are expected to do so that such a culture will be mutually beneficial to everyone?

Suggested Approach

- Imagine locations where people are expected to form a queue but fail to do so.
- Try to think of possible reasons that prevent people from forming a queue. List your observations.
- With your understanding of the problem, imagine possible ways that could help introduce queue formation culture at the location surveyed by you. Try to come up with as many possible solutions as you can. Remember there could be a set of suggestions and not just a single answer to the problem.
- Short-list the solution that you consider most suitable.

Emphasis of the Question and Assessment Criteria

- Ability to undertake a systematic process towards problem solving.
- Quality of observation and understanding of the problem.
- Ability and aptitude to solve problems in an analytical and imaginative manner.

Question 2

15 Marks

Interact with 3 different persons within or outside the University campus. The 3 persons must belong to different backgrounds in terms of income group, gender, age, profession, etc.

Through a comprehensive discussion with each person, find out about the problems they face in their respective lives. . Which problems are common to them? Find out if they address such problems in the same way or if each person has a different approach?

Suggested Approach

- Identify 3 persons as suggested above and first find out if they are willing to give a few minutes for talking to you.
- Find out from each person, details about their profession, income, family, children, commuting in the city or any other aspect that you consider appropriate. Further, find out about issues, problems, limitations, etc. that each of the 3 individuals consider as critical in their respective lives and how do they resolve these.
- You may organize the list of problems of each individual in some kind of an order such as severe, moderate and marginal or as extreme, average and trivial.
- From your list, try to identify those problems that are same or similar in nature and describe the way in which each of the individual attempts to address the concerned issue.

Emphasis of the Question and Assessment Criteria

- Quality and depth of engagement with unfamiliar people.
- Ability to investigate in a methodological manner.
- Clarity of articulation in writing

Question 4

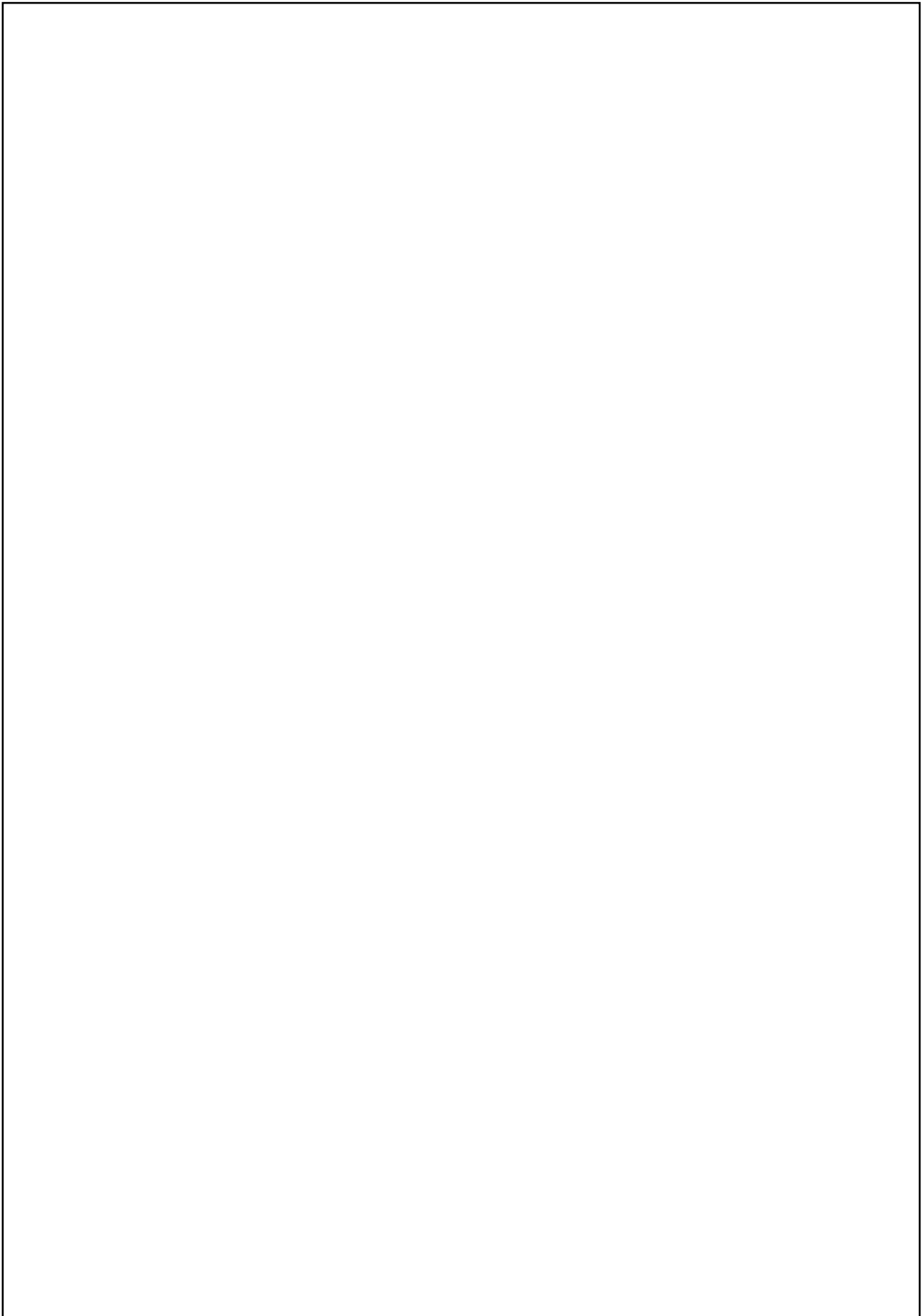
10 Marks

Draw any three objects from the list below, in relative proportion to each other. Please draw as many details as possible. All the drawings should be within the box provided on the next page:

- a. Safety Pin
- b. A pair of Scissors
- c. Writing Pen
- d. Coffee Mug
- e. Soap Dish

Emphasis of the Question and Assessment Criteria

- Ability to sketch and draw.
- Visual understanding and observation of size and proportions.
- Attention to details.



Statement of Purpose/ Intent Proposal

Please describe your intention to join the MA in Social Design Programme in around 500 words