

**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN
(MSCVMCD)**

Term-End Examination

December, 2012

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. Each question carries equal marks.

1. Define Safety glasses. How they are different from decorative glasses ? Explain the uses of both in retail stores. **10**
2. (a) What do you understand by plastic recycling ? Why plastics are preferred choice for various purposes? **4+6=10**
(b) Give details about any three varieties with their end uses.
3. Discuss the uses of metal and paints in store designing of a Kid's retail store. **10**
4. (a) Explain the formation of metamorphic rocks. **2+8=10**
(b) List its examples and discuss in detail any one of its example in terms of its properties, diversity and end uses.

5. (a) How papers can be used in window display of apparel retail store ? $4+6=10$
(b) Describe the characteristics and uses of numerous varieties of papers.
6. (a) Distinguish between printing and dyeing processes of fabric. **2**
(b) List the various techniques of printing. Explain any three techniques in detail. $2+6=8$
7. (a) What are Fiber boards ? Classify them $3+7=10$
(b) Explain the defects in wood timber.
8. (a) Elaborate the merits and demerits of engineered wood. How it is different from natural wood ? $4+2=6$
(b) Describe the manufacturing properties and end uses of plywood. **4**
9. Distinguish tile flooring from rubber flooring. **10**
Name the tiles which can be used in exterior and interior of a mall. Elaborate on any two types of tiles which can be used in exterior of a mall.
10. (a) Give comparison between Woven and Knitted fabrics. $4+3+3=10$
(b) Classify the various types of weaves.
(c) Describe the use of fabrics in store designing.