

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

**Term-End Examination**

**December, 2012**

**MFW-077 : INTERACTIVE DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any 7 questions. Each question carries equal marks.*

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1. Define Interactivity and its various components. 10
2. Differentiate between web usability and navigability. 10
3. Explain the role of GUI in interactive design. 10
4. Describe the design process of a website. 10
5. Explain the role of web atmospherics on interactive design. 10
6. What is HTML ? How it can be used in website development ? 10

7. Define the scripting language and its use in interactivity. 10
  8. Explain the various types of purchases as per mercantile model. 10
  9. Define interactive entertainment and its usages. 10
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