

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

**Term-End Examination
December, 2012**

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks. Answer any seven (7) questions.

1. Define 'Exhibition'. Why is participation in an exhibition important for a company ? 10
2. Define 'Event'. What are the purposes of an event ? 10
3. State Five(5) differences between an exhibition and an event. Give suitable examples. 10
4. Why does the 'Exhibition Designer' need a 'Brief' from his/her client before starting a project ? 10
5. Can an 'Event' be used in an exhibition scenario ? If so, how ? 10

6. What are the differences between a permanent and a temporary exhibition ? 10
 7. Define an 'Estimate'. What are the features of an estimate ? 10
 8. What is a 'rural fair' ? Name a few and describe some of them. 10
 9. What sort of team members would you need, if you were asked to design a 'thematic exhibition' ? 10
 10. Discuss the rules and regulations laid down by 'Fair Authorities' for an exhibition design at trade fairs. 10
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