

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

**Term-End Examination**

00315

**December, 2014**

**MFW-066 : INTRODUCTION TO  
COMMUNICATION DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Answer *all* questions in Sections A and C. Answer  
any *two* questions in Section B.

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**SECTION A**

1. List the names of design elements. Explain any three of them. 5
2. Examine the importance of "Visual" in communication. 5
3. Give two examples of "Media" in communication information. 5
4. Define Thumbnail. 5
5. What are colours ? Name any four and explain their traditional symbolic significance. 5
6. Explain 'Jingle.' 5

## SECTION B

*Answer any **two** questions (7 to 10) :*

- 7.** Examine the Principles of Design with examples. *10*
- 8.** Analyse the steps of a design process. *10*
- 9.** Give suitable example of a non-product campaign. *10*
- 10.** Explain Primary, Secondary and Tertiary colours with names. *10*

## SECTION C

11. Write short notes on the following :

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|-----------------------|---|
| (a) E-Advertisement   | 5 |
| (b) Branding          | 5 |
| (c) Audio             | 5 |
| (d) Aspects of Design | 5 |
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