

00175

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

Term-End Examination

June, 2012

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

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- Note :* 1. All questions carry equal marks.
2. Attempt **any seven** questions.
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| 1. | (a) What is Interactive Design ? | 5+5 |
| | (b) Explain its use in Business. | |
| 2. | (a) Explain web usability. | 5+5 |
| | (b) Why is it important ? | |
| 3. | Explain Navigability and its importance. | 10 |
| 4. | (a) What are the main softwares used in Interactive Design ? | 7 |
| | (b) What is the full form of name of softwares ? | 3 |
| 5. | (a) What is E - store Design ? | 3 |
| | (b) Why is it important for E - Retailers ? | 7 |

6. Explain Interactive Product Testing. 10
 7. Explain Consumer-centric Design Model. 10
 8. Explain Mercantile Model from Merchant's Perspective. 10
 9. What are the four Basic activities of design process ? Explain them . 10
 10. List the Business objectives w.r.t Information Requirements in Interactive Design. 10
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