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

Term-End Examination

June, 2012

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Prepare a proposal for a travelling/mobile exhibition on the subject of 'Design Education' that has to travel to six cities in India. The client is FDDI. This is an outdoor exhibit. Name the elements that have to be designed and the core factors that need to be worked into. **10**
2. You have been commissioned to design an event in a 5 star hotel in New Delhi. The client is Fashion Design Council of India (FDCI). The need is to design the stage and the ramp, that reflects '21st Century India' look. Describe the design process involved and the elements that will create a vibrant design for the show. **10**
3. You have a budget of Rs. 1.50 Lakh for the event (refer Q.02). Give a detailed break up of expenditure along with heads of expenditure and proposed material involved. **10**

4. State the differences in design approach between a 'Permanent' and 'Temporary' exhibit. What are the factors that need to be considered both in design and execution at the time of visualisation ? **10**
5. You have a space of : 20.00 m x 15.00 m. This is at the Auto Expo being held at Pragati Maidan. The client is Yamaha. How will you allocate space for the following : **10**
- (a) Motorcycle display- 06 Nos
 - (b) Conference Room - 8 persons
 - (c) Pantry and Storage
 - (d) Reception
 - (e) Event area
 - (f) Green room
- Show a layout with approx. sq. m. area for each element.
6. Why is a BRIEF essential before the commencement of a project ? **10**
- Prepare a brief that a client would give you by choosing one of the three topics given below :
- (a) Air conditioner
 - (b) Bicycle
 - (c) Micro Wave
7. How do internet and modern communication technologies impact on events and exhibitions ? **10**
- Explain with suitable examples.