

00969

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

**Term-End Examination**

**December, 2011**

**MFW-067 : MATERIAL EXPLORATION**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Q. no. 1 is compulsory, carries 20 marks.*

*Attempt any five questions from q. no. 2 to q. no. 8.*

*Each carries 10 marks.*

- 
1. Explain the use of following in store designing : 4x5=20
    - (a) Fabrics
    - (b) Plastics
    - (c) Metals
    - (d) Paints
    - (e) Wood panels
  
  2.
    - (a) What are the merits and demerits of Engineered wood ? 5+5=10
    - (b) Describe any one example of Engineered wood. Can they be derived from waste materials ?
  
  3. Discuss the various weaves to create some textures to be used in window display. 10

4. Distinguish between : (*Any* 5) 5x2=10
- (a) Laminated Veneer Lumber (LVL) and Plywood
  - (b) Ceramic and Rubber Flooring
  - (c) Safety Glass and Smart Glass
  - (d) Natural and Engineered Wood
  - (e) Corrugated Paper and Sand Paper
  - (f) Woven and Knitted Fabrics
5. (a) Enlist the various types of tiles. Discuss any two used for flooring in the interior of a mall. 2+3
- (b) What are Metamorphic rocks? Give its various examples ? 5
6. Elaborate the various types of paper which can be used in visual merchandising and their impact on sales etc. 10
7. (a) Describe any two glasses which provide privacy. 5
- (b) Explain printing techniques used on the fabrics. 5
8. Write short notes : (*Any* 5) 5x2=10
- (a) Wired Glass
  - (b) Construction Paper
  - (c) Emulsion Paints
  - (d) Hardboards
  - (e) Sedimentary rocks
  - (f) Wood Plastics
-