

00439

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

Term-End Examination

December, 2011

MFW-074 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

Note : *Question no. 1 is compulsory, carries 20 Marks.
Attempt any five questions from question no. 2 to
question no. 8. Each carries 10 marks.*

1. Discuss *any four* of the following : 5x4=20
 - (a) Coasters
 - (b) Luggage Bags
 - (c) Belts
 - (d) Hats
 - (e) Table Cloth

2.
 - (a) Enlist the various types of men's footwear.
 - (b) Explain any four varieties of ladies footwear with their heel types, appearance and purpose. 2+8=10

3. Discuss any five types of handbags used by working women in terms of its appearance, materials and uses. 10

4. (a) Define Bed Linens. 2+2+6
(b) Give its classification.
(c) Discuss any three Varieties of bed linens.
5. (a) What materials can be used to make Jewelry ? 3+3+4
(b) Discuss the various types of metal finishes.
(c) Elaborate on any two styles of each : Rings, Earrings, Necklaces and Bracelets.
6. (a) Name any four brands of each - Eyewear, Handbags, Watches, Footwear and Home Furnishings. 5
(b) Name the various components of a glove. 5
Explain any three varieties of gloves.
7. What are carpets and Rugs ? How can we manufacture the various types of carpets ? 10
8. Write short notes on : (*Any 5*) 5x2=10
(a) Watches
(b) Eyewear
(c) Boots
(d) Doilies
(e) Towels
(f) Cushions
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