

00239

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

Term-End Examination

December, 2011

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

Note : 1. *Each question is of 10 marks.*

2. *Attempt any 7 questions.*

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| 1. | (a) What is meant by Interactive Design ? | 4+6 |
| | (b) Why is it called Interactive ? | |
| 2. | List the Web Usability Guidelines. | 10 |
| 3. | (a) What are web atmospherics ? | 4+6 |
| | (b) How are they useful ? | |
| 4. | Explain the purpose of E-store design. | 10 |
| 5. | Explain the design process of Interactive Product. | 10 |
| 6. | Explain Mercantile Model from Consumer's Perspective. | 10 |

7. Illustrate the following : 5+5
- (a) Simple Interaction Design Model
 - (b) Water fall Lifecycle of Interactive Design.
8. List Business objectives w.r.t. system functionality in Interactive Design. 10
9. Explain the use of Interactive Design in Entertainment Industry. 10
10. Illustrate the Star Model of Interactive Design. 10
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