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

Term-End Examination

December, 2011

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Name the various types of exhibitions. Describe at least TWO of them. 10
2. Why do fair authorities such as ITPO, CII etc. insist on Exhibit drawings to be approved by their Architectural Depts prior to the construction of the same ? State the reasons. 10
3. Prepare a 'brief' for an exhibition that is to take place at Pragati Maidan, New Delhi. The product is a range of computers including Laptops. Your space is 60 sqm. 10
4. Write a concept note for an EVENT, launching a mid sized CNG car, aimed at an annual income segment/ bracket of Rs. 3.00 - 5.00 Lakh, for an Indian household. Describe vividly the design elements you will use and the focus of the show. Break up of the programme schedule should be given. 10

5. Create a Layout/ floor plan with dimensions for an exhibition on 'handicrafts'. **10**

Space details :

- (a) Island stall
 - (b) Size : 10.00 (L) × 6.00 (W) × 2.5 (h) M.
 - (c) Target Audience : Indian and International buyers.
 - (d) Client participating in an International exhibition being held at Pragati Maidan, New Delhi.
6. Prepare a budget for the exhibit layout in Q.05. outlining the heads of expenses involved in order to present a realistic picture for the client. Assume that your design has been selected for execution. **10**
7. You have been commissioned to design and execute an outdoor (7 day) exhibition in the month of March in New Delhi. What are the constraints you will need to consider, in order to have a successful exhibit. Explain these in detail. **10**
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