

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

Term-End Examination

December, 2013

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. Explain the following in brief : 10
 - (a) Hard Wood
 - (b) Wood Veneer
 - (c) Fiber boards
 - (d) Engineered Wood
 - (e) Adhesives

2. Define Weaving . Enumerate the various types of weaves. How fabrics can be used for window display and designing of a store showcasing of spring - summer collection ? 2+2+6

3. Discuss the salient features, varieties and end use of marble and granite. 10

4. What are the common varieties of paper available in the market ? Discuss their characteristics and suitability for different use in retail stores. 10

5. (a) How is Laminated Veneer lumber (LVL) differs from Plywood ? 4+6=10
(b) What are the common defects in timber ?
6. Define Plastics. Explain the different varieties of plastics with their use for display in retail stores. 2+8=10
7. Discuss the use of various metals and paints used in store designing of an apparel retail store. 10
8. Enlist the different types of Glasses available in the market . Elaborate any four varieties of glasses. 2+8=10
9. Describe the use of tiles in interior and exterior of a mall with the help of suitable examples. 10
10. Write short note on (Any four) : 10
(a) Laminated Glasses
(b) Block Printing
(c) Sedimentary rocks
(d) Rubber Flooring
(e) Plastic Recycling
-