

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

00325

**Term-End Examination
December, 2014**

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. Each question carries equal marks.*

1. Suggest materials which can be used for kid's toy store. Give explanation for each material chosen. 10
2. Differentiate between hard wood and soft wood. Enumerate the characteristics, features and uses of plywood in retail stores. 3+7=10
3. "Glasses can be used to add aesthetics in the retail stores." Comment giving examples. 10
4. "Papers and fabrics can be used for low budget window display." Elaborate giving examples. 10
5. How is tile flooring different from rubber flooring ? Elaborate on tiles which can be used in departmental stores. 3+7=10

6. Discuss the salient features, end uses and varieties of any one metamorphic rock. 10
7. What are plastics ? Explain the varieties of plastics which can be used in retail stores. 2+8=10
8. Write short notes on any *five* of the following : 5×2=10
- (a) Two varieties of printing techniques
 - (b) Metals used in retail stores
 - (c) Engineered wood
 - (d) Defects while using wall paints
 - (e) Any two weaves
 - (f) Sandpaper and Corrugated paper
 - (g) Importance of knowledge of different types of materials for visual merchandiser
-