

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

00025

**Term-End Examination**

**December, 2016**

**MFW-067 : MATERIAL EXPLORATION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Answer any **seven** questions. All questions carry equal marks.

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1. Explain the use of paints and metals in store designing. 10
2. Discuss how plastics can be utilized in visual merchandizing. 10
3. Discuss various types of rocks with suitable examples. 8+2=10
4. List the various types of tiles and explain any three types of tiles used for flooring in a retail store. 10
5. Differentiate between the following : 5+5=10
  - (a) Weaving and Knitting
  - (b) Natural wood and Engineered wood

6. Explain the use of weaves in creating textures for window displays. 10
  7. Discuss about safety glass, smart glass, coated glass and mirrored glass. 10
  8. Describe the various techniques of fabric printing. 10
  9. Describe the various considerations in choosing a material for a retail store floor. 10
  10. Explain how the knowledge of various materials can be useful in the field of visual merchandizing. 10
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