

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

00480

Term-End Examination

December, 2017

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

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

1. How can metals and paints be used in store designing of an apparel retail store ? 10
2. Differentiate between hard wood and soft wood. Discuss the features and uses of plywood. 10
3. Describe the glasses used for decorative effects and to provide privacy in retail stores. 10
4. What are the points to be kept in mind while buying timber, in terms of deformities ? Why is engineered wood preferred over natural wood ? 10

5. What are the common varieties of paper available in the market ? Discuss their suitability for different uses. 10
 6. Define the process of printing. Explain any four techniques in detail. 10
 7. Explain the different varieties of plastics and their uses in retail stores. 10
 8. Describe the use of tiles in interior and exterior of a mall with the help of suitable examples. 10
 9. List the various techniques of printing. Explain any three techniques in detail. 10
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