

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

Term-End Examination

June, 2012

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

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

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1. How metals and paints can be used in store designing of an apparel retail store ? **10**
 2. Compare the merits and demerits of engineered wood ? How it is different from Natural wood ? Describe the manufacturing and end uses of plywood. **10**
 3. Define printing process of fabrics. Name the various techniques of it. Explain any four techniques in detail. **10**
 4. Differentiate between woven and knitted fabrics. Give the classification of weaves. Discuss any two types of weaves which can be used to create textures in backdrop of a retail window. **10**

5. How are metamorphic rocks formed ? Explain the characteristic features, varieties and end uses of any one metamorphic rock. 10
 6. What are pattern glasses ? How they are different from safety glasses ? Explain the uses of both in retail stores. 10
 7. Discuss the appearance and uses of several varieties of papers. How papers can be used in window display of Kid's store ? 10
 8. How is tile flooring different from rubber flooring ? List the tiles which can be used as flooring. State reasons for using any two types of tiles in interior of malls. 10
 9. What is plastic recycling ? Why plastics are utilized nowadays for diverse purposes ? Discuss any four types of plastics in detail with their end uses. 10
 10. Define Wood veneer. Explain the common defects in wood and how can they be identified. 10
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