

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

Term-End Examination

June, 2012

MFW-074 : STORE DESIGN

Time : 3 Hours

Maximum Marks : 70

*Note : Q-1 is compulsory, carries 20 marks. Attempt any
5 questions from ques 2 to 8. Each carries 10 marks.*

1. Describe *any four* of the following : 5x4=20
 - (a) Gloves
 - (b) Boots
 - (c) Table Mats
 - (d) Eyewear
 - (e) Table cloth

2. (a) What are the materials used for the construction of Handbags ? 5 + 5
(b) Discuss any five types of handbags used by college students.

3. (a) Define Jewellery. 2+2+6
(b) What are the various types of metal finishes ?
(c) Elaborate on Necklaces, Bracelets and Rings as jewellery types.

4. (a) Enumerate the various types of heels in ladies footwear. 4 + 6
(b) Explain any three varieties each of Men's and Women's foot wear.
5. (a) Name any four brands of each - 5
Handbags, Eyewear, Watches, Footwear, and Home furnishings.
(b) What are Belt buckles ? Describe any four 5
varieties of belts.
6. How are carpets different from Rugs ? Discuss the 10
processes of making various types of carpets.
7. (a) What are Bed Linens ? 2+2 + 6
(b) Enlist the various types of Bed Linen.
(c) Elaborate on any 3 varieties.
8. Write short notes on : (*Any five*) 5x2 = 10
(a) Caps
(b) Doilies
(c) Watches
(d) Gloves
(e) Duffle and Backpack Bags
(f) Coasters
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