

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

Term-End Examination

June, 2013

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the appearance and uses of several varieties of paper. Explain the use of paper for window display of a retail store with the help of a theme. **6+4=10**

2. What points should be kept in mind while buying timber in terms of the deformities ? Why engineered wood is preferred over natural wood ? **6+4=10**

3. Enlist the metals that can be used in retail stores for making display fixtures. Elaborate any four of them. **2+8=10**

4. Discuss the classification of 'Plastics'. Give any two examples of each related to retail stores. **10**

5. Describe the methods of making and end use of any two engineered woods. 10
6. Define process of printing. Name the various techniques of fabric printing. Discuss any three techniques in detail. 2+2+6=10
7. Explain the properties and use of several varieties of patterned and decorative glasses. 10
8. Compare sedimentary rocks and metamorphic rocks. Elaborate the characteristics, features, varieties and end use of any one sedimentary rock. 10
9. (a) What are the main components in paints ? Enlighten the flaws that can occur while using wall paints 7+3=10
- (b) Discuss the purpose of blending fibres. Support your answer with example.
10. (a) Name numerous varieties of Tiles. Give details of any two tiles used for exterior and interior purpose. 6+4=10
- (b) How fabrics can be used in store designing of kid's retail store ?