

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

**Term-End Examination
June, 2013**

MFW-077 : INTERACTIVE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Explain User Interface and its usages in interactive design. 10
2. Explain the usages of multimedia in interactive design. 10
3. Which aspect is more important among planning, design or implementation in Graphics and why ? 10
4. Define the consumer mercantile model and its phases. 10
5. Define Web Hosting and tools/ services required for web hosting. 10

6. Explain the role of interactive design in Game Development. 10
7. Define CSS (Cascading Style Sheet) and its usages in interactivity. 10
8. Define the following : 10
- (a) Web Atmospherics
 - (b) Navigability
9. How the usability can be considered an important element in web ? 10
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