

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

Term-End Examination
June, 2013

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

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

1. Identify the materials that are used in a typical one day event, assuming the event has a stage and backdrop and is a launch of 100 cc motor - cycle. **10**
2. State the space division /service areas that are necessary in a temporary exhibition that are to be held at a trade show at Pragati Maidan, New Delhi. **10**
3. What are the considerations you will keep in mind if you have to design an outdoor exhibition ? **10**
4. What sort of team members would you need, if you were asked to design a thematic exhibition ? **10**

5. What are the budgetary heads that are normally considered to create an estimate in an exhibition ? 10
 6. If an event has to be held in five cities using the same material, what are the reasons that the estimate will be higher than a single city show. 10
 7. Prepare a 'Brief' that the client has given you for his exhibition on 'Microwave oven'. 10
 8. Discuss the various types of exhibitions held in India. 10
 9. On what basis you would select a fabricator, to execute an assignment entrusted to you, by your client ? 10
 10. What sort of materials are used in an exhibition of a temporary nature ? 10
-