

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

00134

Term-End Examination

June, 2014

**MFW-066 : INTRODUCTION TO
COMMUNICATION DESIGN**

Time : 3 hours

Maximum Marks : 70

*Note : Answer all questions in Sections A and C. Answer
any two of the questions in Section B.*

SECTION A

1. What is referred to as "media" in communication ?
Give examples. 5
2. What are the elements of design ? 5
3. Explain "audio" and "visual" in communication. 5
4. Why do we need advertisement ? 5
5. What is Service Campaign ? 5
6. Define Branding. 5

SECTION B

*Answer any **two** questions from questions no. 7 to 10.*

- 7.** Define and describe the three aspects of design. *10*
- 8.** Explain the Principles of Design. *10*
- 9.** Explain the important aspects that need to be kept in mind while designing an advertisement for print media. *10*
- 10.** Distinguish between a product campaign and a non-product campaign. *10*

SECTION C

11. Write short notes on the following :

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| (a) Balance | 5 |
| (b) Negative Publicity | 5 |
| (c) Catalogue | 5 |
| (d) Effect on consumer perception due to culture | 5 |
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