

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

00154 **Term-End Examination**
June, 2014

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

Note : *Question no. 1 is compulsory and carries 40 marks. Attempt any three questions from question 2 to question 5, each carrying 10 marks.*

1. Explain four varieties of the following which can be used in retail stores : (Any **four**) *4×10=40*
 - (a) Glass
 - (b) Wood
 - (c) Plastics
 - (d) Tiles
 - (e) Printing Techniques

2. How can a visual merchandiser achieve colourful background without use of fabrics and paints ?
Explain in detail. *10*

3. Granites and marbles are which varieties of stones ? Explain each variety in terms of its formation, features and end uses. 10
4. (a) State the benefits and drawbacks of engineered wood over natural wood.
- (b) What are the frequent defects encountered in timber ? 5+5=10
5. Write short notes on any *five* of the following : 5×2=10
- (a) Rubber Flooring
 - (b) Weaving and Knitting
 - (c) Paints
 - (d) Metals used in retail stores
 - (e) Plastic Recycling
 - (f) Importance of knowledge of materials for visual merchandiser
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