

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

Term-End Examination

June, 2015

00276

MFW-067 : MATERIAL EXPLORATION

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **five** questions. Each question carries equal marks.*

1. Compare and contrast sedimentary rocks and metamorphic rocks. Elaborate the characteristic features, varieties and end uses of any one sedimentary rock. 14

2. (a) Enlighten the various types of weaves to create some textures to be used in window display of retail stores. 7
(b) Discuss the various techniques of printing the fabrics. 7

3. Explain the appearance and uses of several varieties of paper. 14

4. Describe the glasses used for decorative effects and to provide privacy in retail stores. 14

5. Explain the method of making and end uses of any two engineered woods, with its uses in store designing. 14
6. Classify 'plastics'. Give any two examples of each related to retail stores. 14
7. (a) Enumerate the various types of tiles used for flooring in the interior of a mall. 7
- (b) What are the main components of paints ? Explain various painting defects. 7
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