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

**Term-End Examination**

**June, 2011**

**MFW-067 : MATERIAL EXPLORATION**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** Qs. 1 is *compulsory*, carries 20 marks. Attempt any five questions from Q 2 to Q 8. Each carries 10 marks.

1. Explain the use of following in store designing :
  - (a) Plastics 4x5=20
  - (b) Fabrics
  - (c) Metal
  - (d) Paints
  
2. Write short notes : (Any Five) 5x2=10
  - (a) Soda Lime Glass
  - (b) Sand Paper
  - (c) Emulsion Paints
  - (d) Pegboards
  - (e) Metamorphic rocks
  - (f) Wood Veneer
  
3. (a) Enlist the various types of Tiles. Elaborate any 2 used for flooring in the interior of a mall. 2+3  
(b) What are sedimentary rocks ? List its 5 examples. 5

4. Discuss the various varieties of paper which can be used in window display of retail stores. 10
5. (a) Differentiate between Natural and Engineered wood? Can engineered woods be made from waste materials, if yes, how? 5+5
- (b) Discuss any one example of Engineered wood in detail.
6. Enlighten the use of weaves to create some textures to be used in window displays. 10
7. (a) Discuss the various techniques of printing the fabrics. 5+5
- (b) Explain any two glasses which can be used for decorative effects in retail stores.
8. Differentiate between : 5x2=10
- (a) Ceramic and Rubber Flooring ;
- (b) Corrugated Paper and Bond Paper ;
- (c) Laminated Veneer Lumber (LVL) and Plywood ;
- (d) Safety Glass and Smart Glass ;
- (e) Weaving and Knitting.
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