

FASHION TECHNOLOGY

U07FTE06: Visual Merchandising

Time: Three Hours

Maximum Marks:

100Answer ALL Questions:-PART A (10 x 1 = 10 Marks)

1. _____ is the art of displaying merchandise in a manner that is appealing to the eyes of the customer.
a. Display b. Visual merchandising c. Lighting d. Sinage
2. _____ is the arrangement and organization of display materials and merchandise to produce a stimulus that leads to the sale of merchandise and services.
a. Fashion show b. Mannequins c. Merchandise display d. Retail display
3. _____ is a sort of graphic display intended to convey information to an audience.
a. Fixtures b. Mannequins c. Sinage d. Display
4. An articulated doll used by artists, tailors, dressmakers, and others especially to display or fit clothing is called a _____.
a. Stock holder b. Fixture c. Graphics d. Mannequin
5. A _____ is an enclosed case used in dioramas with a scene or object(s) that has been specially designed to let light pass through from only one angle, so that objects within are less susceptible to damage from light.
a. Shadow box b. Arcades c. Accessories d. Window display
6. A method of attracting the customer towards a garment display over a mannequin is by using suitable _____ for the garment.
a. Proscenia b. Displays c. Graphics designs d. Fashion Accessories
7. The most economical way to carry a theme or scheme into a store is:
a. Lighting b. Graphics/signage c. Mannequins d. Proscenia
8. The latest challenge to retailers is:
a. The Internet b. Poor customer service c. Discounters d. Multi level marketing
9. The main intention of all product display is;
a. To present the store's fashion point of view b. To show the newest merchandise trends

- c. To inspire the customer to browse d. To make the customer buy the product.

10. The most effective tool to present fashion trends is:

- a. Props b. Signage c. Mannequins d. Window display

PART B (10x2=20 Marks)

11. List the importance of visual merchandising.
12. What are the four display basics to be considered for designing a visual presentation?
13. Why is colour vital in a visual presentation?
14. Enumerate the types of fixtures
15. Write the objectives of a fashion show.
16. Why are window displays essential?
17. Why are signage used in merchandising?
18. List a few familiar symbol used for clearance sales.
19. Write the role of graphic plan.
20. List the types of mannequins.

PART C (5x14=70 Marks)

21. a) Explain visual merchandising and give its scope.
(OR)
b) Describe the types of display and display settings.
22. a) Explain briefly on store design.
(OR)
b) Explain fixturing and list the factors involved in the selection of fixtures.
23. a) Write in detail about point of purchase displays.
(OR)
b) How does store front play an important role in visual presentation?
24. a) What is the use of signage and graphics in visual merchandising?
(OR)
b) Explain few sales ideas for enhancing the profit of the business.
25. a) Explain the role of mannequins in visual merchandising.
(OR)
b) Write an account on the types of lighting for display.
