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V 4182

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2008.

Eighth Semester

Textile Technology (Fashion Technology)

FT 1014 — VISUAL MERCHANDISING

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define fashion.
2. List out the various environmental factors that influences change in fashion.
3. Enlighten the role of consumers for the success of a product in the market.
4. List out the principles of merchandising.
5. Mention the importance of visual display.
6. Enlighten the special features of 3D -visual merchandising system.
7. What is meant by fashion merchandising?
8. Mention few assortments of apparel showroom.
9. List out the importance of Data sharing.
10. Give a brief note on visualisation.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the scope the fashion business in current and future scenario.

Or

- (b) Explain the segments of fashion Industry.

12. (a) Discuss the various roles of merchandiser.

Or

(b) Explain the different types of merchandise and their presentation.

13. (a) Discuss the various aspects of fashion communication.

Or

(b) Discuss the technique of 3D visual merchandising and the optimising techniques in retail space.

14. (a) Explain the techniques used for optimising apparel assortments.

Or

(b) Compare the visual and fashion merchandising.

15. (a) Explain the steps in planning the assortment.

Or

(b) Give a detailed account on visual data management.
