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K 4303

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2009.

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. Give a note on the sociological influence in fashion change.
3. List out the types of merchandising.
4. Mention the role of consumer in fashion business.
5. Enlighten the importance of visual display.
6. Write the medias used for communicating fashion.
7. Write down the assortments of apparel in a Boutique.
8. Mention the equipments required for an effective visual merchandising.
9. Give a note on data sharing.
10. List out any four softwares used for 3-D visualisation.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the various segments of fashion industry.

Or

- (b) Discuss the scope of fashion business in the current scenario.

12. (a) Discuss the role of visual merchandiser in a retail outlet.

Or

(b) Explain the different steps in presenting a product.

13. (a) Give a detailed account on 3D-visual merchandising system.

Or

(b) Explain the various techniques used for optimising the space in retail.

14. (a) Give a detailed note on retail environment.

Or

(b) Compare visual merchandising with fashion merchandising.

15. (a) Explain the method of planning the assortment of apparel in retail outlet.

Or

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