B.TECH DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Eighth Semester

FASHION TECHNOLOGY

FTY217: Visual Merchandising

Time: Three Hours   **Maximum Marks: 100**

Answer all the 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)   Lighting
   c)   Visual merchandising
   d)   Signage

2.   When visual merchandising plan are extensions of the chain organization's philosophy in all its decision making, it is termed as ----------- visual planning

   a)   In house
   b)   Alternate
   c)   Centralized
   d)   Free lance

3.   Rainbow color system is------------

   a)   Hanging the same garments in size order
   c)   Hanging the same garments in color order
   c)   Hanging the various garment in size order
   d)   Hanging the various garment in texture order

4.   Customers shop for specific stores are called as--------

   a)   Destination Store
   b)   Shopping Store
   c)   Fun Store
   d)   Malls

5.   Accent colors make up only---------percent

   a)   10-20
   b)   30-35
   c)   20-25
   d)   25-30

6.   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)   Graphics
   c)   Window display
   d)   Arcades

7. Which of the following statements are true?

(A) Suspended mannequins can draw attention by the unique placement

(R) Shadowbox window have a full background and sides that completely separate the interior of the store

a) Both A and R is true and R is the correct explanation for A
b) Both A and R is true and R is not the correct explanation for A
c) A is true, R is false
d) A is false, R is true

8. The method of breaking the merchandise plan into the components that enable the planner to address customer preference and need is ----------------

a) Presentation planning
b) Inventory building
c) Assortment planning
d) Merchandising plan

9. A visual diagram or drawing, that provides in detail where every product in a retail store should be placed is known as --------------

a) Flow diagram
b) Freeform detailing
c) Proscenia
d) Planogram

10. $1.98,$4.98 and $6.98 pricing was started by

a) Marshal field
b) Macy
c) Bloomingdale
d) Tiffany's

PART B (10 x 2 = 20 Marks)

11. Distinguish between unit display and ensemble display
12. Enlist the different kinds of store images.
13. What are the four display basics to be considered for designing a visual presentation?
14. Why is colour vital in a visual presentation?
15. Define Race Track layout
16. What are the errors that occur frequently in visual merchandising?
17. Discuss about Technical Space. Mention about the end uses
18. Expand "POP" and "POS"
19. State the role of display symbols in a store
20. Give one example to show the importance of safety factor in window display.

PART C (5 x 14 = 70 Marks)

21. a) Visual Merchandising helps in drawing the customer's attention to the store to enhance sales' - Discuss

b) Describe the different types of displays and display settings with suitable examples

22. a) (i) Describe the elements that contribute to the success of window and interior displays. (7)

(ii) Give an brief account on overhead and foot lighting (7)

(OR)

b) Enlist the factors involved in the selection of fixtures and types of fixtures. (4+10) Explain briefly?

23. a) Enumerate briefly about the important role of exterior store displays in visual presentation.

(OR)

b) Elaborate on Store Front and Window Structures used in displays (10)

Discuss about Point of purchase display (4)

24. a) Enumerate on the salient features and different types of store lay out planning with illustrations.

(OR)

b) (i) Explain a brief note on Assortment planning with an example in the field of fashion. (8)

(ii) Write about the functions of graphics and signage in visual merchandising (6)

25. a) Highlight the significance of color and color schemes in merchandise display.

(OR)

b) Discuss in detail about the role of computers aided visual merchandising in inventory and data management

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