



B.TECH DEGREE EXAMINATIONS: APRIL/MAY 2016

(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 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
2. To return the merchandise displays to their original state, ----- is conducted every day by the window trimmers.
 - a) Replenishment
 - b) Display plan
 - c) Walk Through
 - d) Replacement
3. ----- store design is used in retail environments in which majority of customers shop the entire store
 - a) Loop layout
 - b) Free flow layout
 - c) Grid layout
 - d) Spine layout
4. The most essential factor that is very important in visual display is -----
 - a) Labour
 - b) Fixturing
 - c) Safety
 - d) Mannequins
5. A number assigned to a product by a retail store to identify the price, product options and manufacturer of the merchandise -----
 - a) Point of purchase
 - b) Return on investment
 - c) Stock keeping unit
 - d) Line product number
6. An articulated doll used by artists, tailors, dressmakers, and others especially to display or fit clothing is a type of _____
 - a) Stock holder
 - b) Graphics
 - c) Fixture
 - d) Mannequin

PART C (5 x 14 = 70 Marks)

21. a) Discuss in detail about the role of visual merchandising in drawing the customer's attention to the store to enhance sales.

(OR)

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

22. a) (i) Discuss the importance and various lighting in store design. (7)
(ii) Give an brief account on overhead and foot lighting. (7)

(OR)

- b) Explain the factors involved in the selection of different types of fixtures. (4+10)

23. a) Explain the fact the exterior store displays play an important role in visual presentation.

(OR)

- b) (i) Discuss in detail about the selection and execution of store layout. (10)
(ii) Write a short note on Trade Organizations. (4)

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

(OR)

- b) (i) Explain in detail on Assortment planning with an example in the field of fashion. (8)
(ii) Write about the importance of fashion shows in visual merchandising. (6)

25. a) Explain the techniques used to create mood by colour in garment display.

(OR)

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