



**B.TECH DEGREE EXAMINATIONS: MAY 2017**

(Regulation 2015)

Fourth Semester

**FASHION TECHNOLOGY**

U15FTE102 : Visual Merchandising

**COURSE OUTCOMES**

- CO1:** Define and appreciate the significance and role of visual merchandising in a retail environment, in order to effectively present the merchandise to the consumers
- CO2:** Classify the various elements of Visual presentation and understand their significance in visually presenting a display
- CO3:** Analyze and identify the best suitable environment for merchandise including interior, exterior and point of displays
- CO4:** Appraise on various techniques used in presenting merchandise
- CO5:** Plan on optimizing the merchandise and retail space to customers
- CO6:** Summarize the various features available in a computer controlled visual merchandising

**Time: Three Hours**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Match the following:

CO3 [K<sub>4</sub>]

List I		List II	
A. Grid layout		i. Mannequins	
B. Full-line Discount Store		ii. Efficient use of space	
C. Visual description		iii. Plan-o-gram	
D. Clearest fashion message		iv. Mass Merchandiser	

- |    |     |    |     |    |
|----|-----|----|-----|----|
|    | A   | B  | C   | D  |
| a) | ii  | i  | iii | iv |
| b) | iii | iv | ii  | i  |
| c) | ii  | iv | iii | i  |
| d) | iii | i  | ii  | iv |





**Answer any FIVE Questions:-**  
**PART C (5 x 14 = 70 Marks)**  
**(Answer not more than 300 words)**

**Q.No. 21 is Compulsory**

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|--|-----|-------------------|
| 21. Elucidate the significant role of visual merchandising in changing scenario of retailing.                      | CO1 | [K <sub>5</sub> ] |
| 22. Elaborate on different types of approaches in visual merchandising in various types of stores.                 | CO1 | [K <sub>2</sub> ] |
| 23. Suggest various types of application of color schemes and color psychology to create mood in garment display.  | CO2 | [K <sub>5</sub> ] |
| 24. Explain the important role of display principles of visual merchandising.                                      | CO3 | [K <sub>4</sub> ] |
| 25. Discuss about important criteria for selection of different types of fixtures in interiors and exteriors.      | CO4 | [K <sub>4</sub> ] |
| 26. Critically evaluate the importance of computer aided design in creating store design for visual merchandising. | CO6 | [K <sub>5</sub> ] |
| 27. Elaborate on role of information technology in assortment planning and inventory management.                   | CO6 | [K <sub>4</sub> ] |

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