KUMARAGURU
college of technology
character is life

B.TECH DEGREE EXAMINATIONS:APRIL/MAY - 2018

(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   **Maximum Marks: 100**

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1.   Matching the followings: CO1   [K$_2$]

List I	List II
A. Boutique	i. Community - based, family - run businesses.
B. Designer shops	ii. Shops within a shop concept
C. Vendor shop	iii. Brand name or designer shop's own retail store.
D. Mom-and-Pop Stores	iv. Prêt-a-porter concept

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

2. In this type of display, generally a mannequin is dressed in combination of shoes, socks, pants or shorts, shirt or T-shirt, sports-jacket and even tennis racket and bags. CO2 [K₁]

   a) Ensemble Displays   b) Unit Displays

   c) Life-Style Displays   d) Dominance Displays

3. Which of these statements are correct? CO3 [K₄]

   1. Visual communications coordinate signs and graphics with store's image.

   2. Realistic setting presents the essence of setting and leaves the rest to the imagination.

   3. Lightings have mid level important but often overlooked element in successful store design

   4. Music viewed as valuable marketing tool in visual merchandising.

   a) 1, 3   b) 1, 4

   c) 1, 2   d) 2, 3

4. It can be used to announce a change in seasons, special event or a promotion. CO3 [K₂]

   a) Banners   b) Awnings

   c) Planters   d) Marquees

5. Assertion (A): Visual merchandising refers to the display of items in stores, including signage and marketing materials. CO1 [K₄]

   Reason (R): Visual merchandising is the activity and profession of developing the floor plans and three-dimensional displays in order to maximize sales.

   a) Both A and R are Individually true and R is the correct explanation of A   b) Both A and R are Individually true but R is not the correct explanation of A

   c) A is true but R is false   d) A is false but R is true

6. They are silent salesperson, conveying the clearest fashion message, always fresh, pleasant. CO4 [K₂]

   a) Dummies   b) Three quarter Mannequins

   c) Mannequins   d) Banners

7. Key psychological factors to be considered in merchandising stores presentation planning: CO5 [K₂]

   1. Angles and sightlines, 2.Interiors, 3. Vertical color blocking, 4.Value/fashion image.

   a) 2-3-4-1   b) 1-3-2-4

   c) 3-4-2-1   d) 4-1-3-2

8. Most popular presentation tool, stores most valued asset, designed to express individual personality and attitude. CO4 [K₂]

   a) Mannequins   b) Interior & exterior arrangements

   c) Plan-o-gram   d) Fixtures arrangements

9. Assertion (A): Proper fixtures emphasize the key selling attributes of merchandise while not being overpowering. CO5 [K₄]

Reason (R): A good guideline for selecting fixtures is to match the fixture to the merchandise, not the merchandise to the fixture.

a) Both A and R are Individually true and R is the correct explanation of A

b) Both A and R are Individually true but R is not the correct explanation of A

c) A is true but R is false

d) A is false but R is true

10. ------------- controls the display of fixture and props for planning, execution, and costing purposes. CO5 [K₆]

a) Visual Merchandising Design

b) Display Material Management

c) Retail Outlets Information

d) Plan-o-gram Management

PART B (10 x 2 = 20 Marks)
(Answer not more than 40 words)

11.	Emphasize various types of elements involved in visual merchandising.	CO1	[K₂]
12.	Identify advantages of assortment display in visual merchandising.	CO1	[K₁]
13.	Enlighten purpose of life-style displays in interior and exterior arrangements.	CO2	[K₂]
14.	What are the three psychological factors to be considered in merchandising stores?	CO3	[K₁]
15.	Write the characters of signage in window displays.	CO4	[K₂]
16.	Specify types of signs using in interior and exterior designs.	CO4	[K₂]
17.	List out how many types of fixture are used in visual merchandising.	CO4	[K₁]
18.	Enlighten types of objective of the store design in store layout planning.	CO5	[K₂]
19.	Discuss the advantages of Point-Of-Purchase (POP) display.	CO5	[K₂]
20.	What are the areas are using information technology in visual merchandising?	CO5	[K₄]

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

Q.No. 21 is Compulsory

21. Explain significant role of colours and various types of colour schemes are involved in visual merchandising. CO1 [K₄]

22. Discuss on significant role of visual communications in visual merchandising.   CO2   [K$_4$]

23. Elaborate on different types of displays that are involved in window display.   CO2   [K$_2$]

24. Explain about Plan-o-gram and its purpose and their execute methods in store planning.   CO4   [K$_4$]

25. Elucidate on influence of budgeting and safety factors in visual merchandising.   CO5   [K$_5$]

26. Elaborate on efficient methods of execute assortment planning and its process in store planning.   CO5   [K$_5$]

27. Discuss on various types of features of computerized visual merchandising.   CO6   [K$_3$]

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