



B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2018)

Sixth Semester

FASHION TECHNOLOGY

U18FTE0003: 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 2 = 20 Marks)

(Answer not more than 40 words)

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|--|-----|------|
| 1. State the purpose of display in visual merchandising | CO1 | [K2] |
| 2. Identify the elements of store atmospherics | CO1 | [K1] |
| 3. State the importance of colour in designing the window scheme | CO2 | [K3] |
| 4. Identify the use of signage and graphics both in-store and in windows? | CO2 | [K2] |
| 5. List the advantages of awnings in visual merchandising | CO3 | [K2] |
| 6. State the use of enclosed glass display case | CO3 | [K4] |
| 7. Illustrate the characteristics of masking and proscenia in visual merchandising | CO4 | [K2] |
| 8. State the features of assortment display | CO5 | [K2] |
| 9. List the display options that lead to potential accidents in a store | CO5 | [K4] |
| 10. Illustrate the functions of planogram in fashion store | CO6 | [K3] |

Answer any FIVE Questions:-
PART B (5 x 16 = 80 Marks)
(Answer not more than 400 words)

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|-----|----|---|---|-----|------|
| 11. | a) | Enumerate the significant features of different types of store based retail | 8 | CO1 | [K2] |
| | b) | Elucidate the various role of visual merchandising in small independent shops | 8 | CO1 | [K4] |
| 12. | a) | Describe the use of lighting in visual merchandising | 8 | CO2 | [K2] |
| | b) | Explain the influence of colour scheme in visual merchandising | 8 | CO2 | [K4] |
| 13. | a) | Elucidate the importance of mannequins in visual merchandising with examples | 8 | CO3 | [K4] |
| | b) | Write a detailed note on different types of fixtures | 8 | CO3 | [K2] |
| 14. | a) | Describe the importance of focal point and optical balance in layout planning | 8 | CO4 | [K2] |
| | b) | Illustrate the steps involved in designing a window display | 8 | CO4 | [K4] |
| 15. | a) | Explain the characteristic features of different types of planogram in retail | 8 | CO5 | [K2] |
| | b) | Enumerate the steps involved in developing the window calendar | 8 | CO5 | [K4] |
| 16. | a) | Explain the advantages and disadvantages of visual merchandising | 8 | CO6 | [K2] |
| | b) | Describe the use of computer in store design | 8 | CO6 | [K4] |
