KUMARAGURU
college of technology
character Is life

B.E/B.TECH DEGREE EXAMINATIONS: APRIL /MAY 2024

(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)

1.	List the objectives of Visual merchandising.	CO1	[K1]
2.	Classify types of approaches in visual merchandising.	CO1	[K1]
3.	High-light sensory stimulants that are involved in visual presentation.	CO2	[K2]
4.	Categorize types of elements of Visual Merchandising.	CO2	[K2]
5.	Interpret the role of Signages for the visual presentation.	CO3	[K2]
6.	List the names of fixtures that are enhanced for visual merchandising.	CO3	[K1]
7.	Summarize the impacts of seasonal display in visual merchandising.	CO4	[K2]
8.	Enlighten the advantages of the point-of-purchase displays.	CO5	[K1]
9.	Summarize the significant role of the plan-o-gram for the store layout planning.	CO5	[K2]
10.	Brief the role of information technology in the field of merchandising.	CO6	[K2]

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

11.	a)	Analyze the role of visual merchandising in changing the face of retailing in merchandising.	8	CO1	[K4]
	b)	Review important tools that impact the management of visual merchandising efficiently.	8	CO1	[K5]
12.	a)	Analyze how visual presentation can increase the customer's purchase behavior.	8	CO2	[K4]
	b)	Examine the significant role of colors in the field of visual merchandising.	8	CO2	[K4]
13.	a)	Examine distinguished characters of the point-of-sale display.	8	CO3	[K4]
	b)	Analyze essential steps that are creating a successful storefront.	8	CO3	[K4]
14.	a)	Categorize the type of window displays with appropriate exmples.	8	CO4	[K4]
	b)	Explain the effects of important attention-getting devices and familiar symbols with suitable diagrams.	8	CO4	[K2]
15.	a)	Examine the types of steps that are involved in designing a store layout.	8	CO5	[K4]
	b)	Analyze display setting and its impacts on visual merchandising.	8	CO5	[K4]
16.	a)	Explain the influences of CAD in-store design manipulating process.	8	CO6	[K5]
	b)	Analyze the significant role of information technology in visual merchandising.	8	CO6	[K4]

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