



**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**



(For Candidates admitted from 2018-2019 onwards)

UG DEGREE EXAMINATIONS APRIL - 2021

B.Sc., - FASHION TECHNOLOGY AND COSTUME DESIGNING

VISUAL MERCHANDISING

Time: 3 Hrs

Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER

(10X1=10)

1. _____ is the art of displaying merchandise in a manner that is appealing to the eyes of the customer.
 - a) Merchandising
 - b) Visual merchandising
 - c) Apparel merchandising
 - d) Display
2. _____ for design and creativity are essential to be a good visual merchandiser.
 - a) Fashion
 - b) Display
 - c) Passion
 - d) Upcoming
3. Display is done using _____ and other _____.
 - a) Mannequins, Props
 - b) Merchandising, Props
 - c) Window, Shelves
 - d) Lighting, Windows
4. Special lighting like focus light is used specially in _____ for displays.
 - a) Shelves
 - b) Props
 - c) Direct
 - d) Windows
5. Image mix is the _____ picture that a retailer tries to project to the consumer.
 - a) Mental
 - b) Physical
 - c) Psychological
 - d) Direct
6. Need a project an image, a functional and psychological image in consumers' minds is necessary that is acceptable to the _____ market.
 - a) Image mix
 - b) Periodic
 - c) Target
 - d) Mass
7. _____ is a term used to describe the manipulation of elements such as color, light levels, sounds and design within your store to influence the buying habits of your customers.
 - a) Wholesalers
 - b) Retailer
 - c) Wholesales Atmospheric
 - d) Retail Atmospheric
8. In choosing the materials used for the interior, retailers have to consider the type of product being sold, costs, store traffic and _____.
 - a) Health
 - b) Safety
 - c) Sales
 - d) Both a and b
9. A _____ exhibit is a broad, all inclusive term for movable or portable displays.
 - a) Travelling
 - b) Movable
 - c) Trade shows
 - d) Fashion shows
10. _____ is an exciting, active color.
 - a) Blue
 - b) Yellow
 - c) Green
 - d) Red

PART - B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Write a note on purpose of visual merchandising.

(OR)

b) Write about the concepts of visual merchandising.

12. a) Give a note on store interior.

(OR)

b) Write about selection of display locations.

13. a) Write about store layout planning.

(OR)

b) Write about elements to create mood and impressions.

14. a) Write about types of display.

(OR)

b) Give an account on effective wall planning.

15. a) Write about fashion retailing.

(OR)

b) Write a note on effective graphics.

PART - C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. Explain about the visual merchandising techniques.

17. Briefly explain about display compositions.

18. Explain briefly about factors considered in organizing effective display

19. Explain about display and its types.

20. Explain about lighting in brief.