

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – COSTUME DESIGN & FASHION

**DISCIPLINE SPECIFIC ELECTIVE-II VISUAL MERCHANDISING**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. \_\_\_\_\_ is the presentation and organization of products in both the store and on display to arouse customer interest and convince them to buy and return to the store.  
(i) Apparel Merchandising (ii) Visual merchandising  
(iii) Online Merchandising (iv) Digital Merchandising
2. The well-defined strategy that aims to influence customer decisions inside a store; thus, it is crucial for \_\_\_\_\_.  
(i) Visual merchandising (ii) Marketing  
(iii) Retail marketing (iv) All the above
3. The three key players in the store design are \_\_\_\_\_.  
(i) Visual Merchandiser, Interior Design, Architect  
(ii) Operations manager, Visual Merchandiser, Architect  
(iii) Buyer, Visual Merchandiser, Interior Design  
(iv) None of the above
4. The retailer use visual merchandising for \_\_\_\_\_.  
(i) To attract customers and increase sales and service ratings.  
(ii) To keep products more organized.  
(iii) To have a better social media presence. (iv) All the above.
5. The key to successful store visual merchandising \_\_\_\_\_.  
(i) successful lighting (ii) successful floor space  
(iii) successful signage (iv) all the above.
6. The most effective tools to present fashion trends is \_\_\_\_\_.  
(i) Props (ii) Signage (iii) Mannequins (iv) all the above.
7. The main intention of all product display is \_\_\_\_\_.  
(i) to protect store fashion view point (ii) to show the new merchandise trends  
(iii) to inspire the customer to browse (iv) all the above.
8. Build on each item with merchandise to display suitable brightly colored items as add-on sale products. Use accent lights for featured products, since light attracts attention is called as \_\_\_\_\_.  
(i) Merchandising Plan (ii) Marketing Plan  
(iii) Visual Merchandising Plan (iv) Production Plan
9. The 4 key elements of visual merchandising are \_\_\_\_\_.  
(i) Store exterior, Store layout, Store interior and interior display  
(ii) Store, Shop, Enterprise and Mall  
(iii) Store, Shop, Retail Market and Mall  
(iv) None of the above
10. A \_\_\_\_\_ is anything installed within the retail space to display items, such as rotating racks, shelves, or tables.  
(i) Standard rack (ii) Store fixture (iii) Light (iv) All the above.

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11. a. State the purpose of Display, colour and texture.

OR

- b. State the importance of Market Survey.

Cont...

12. a. State the Elements of Visual Merchandising.

OR

b. Discuss about the Mannequins and alternatives to the mannequins.

13. a. Discuss about Fashion Accessories.

OR

b. Analyze the current trend and trend fabrics.

14. a. Explain about the store planning and design.

OR

b. State display techniques in visual merchandise.

15. a. Explain about Point – of – Purchase display.

OR

b. Explain about the fashion shows.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Analyse the various types of displays.

17. Compare the various dressing fixtures.

18. Analyze the role of attention getting devices.

19. Write about the visual merchandising and the changing face of retail.

20. Predict career opportunities in visual merchandising.

Z-Z-Z

END