

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – COSTUME DESIGN & FASHION

DISCIPLINE SPECIFIC ELECTIVE - I
VISUAL MERCHANDISING AND RETAILING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What helps in decorating the area and accent the style of fashion?
(i) Coloring (ii) Gimmick
(iii) Lighting (iv) Prop
- 2 _____ is the character or personality that a store presents to the public.
(i) sPresentation (ii) Publicity
(iii) Advertising (iv) Store image
- 3 _____ are samples of garment style in a specific range of service.
(i) Proto sample (ii) Drawing
(iii) Grades (iv) Flat sketches
- 4 Interior display may take the form of _____ presentation.
(i) Attract (ii) Visual
(iii) Image (iv) Trend
- 5 Dummies are also known as _____.
(i) Mode (ii) Drape form
(iii) Standards (iv) Mannequin

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Classify the display setting.
OR
b Outline about the props and fixtures.
- 7 a Describe the display store.
OR
b How to organize the store planning?
- 8 a Infer the on-site retailing.
OR
b Describe and sketch the fashion retail chart.
- 9 a Give an outline about the advertising.
OR
b Explain the promotion strategy used in advertising.
- 10 a Describe the budget planning for a fashion show.
OR
b Explain career opportunities in visual merchandising.

Cont...

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the types of mannequins.
OR
b Classify the different types of window display.
- 12 a Summarize the visual merchandising and planning.
OR
b Explain the following
(i) Point of purchase
(ii) Exhibitions and Trade shows.
- 13 a Discuss the different types of retailers.
OR
b Explain the national and International brands.
- 14 a Discuss what are the new trends involved in advertising.
OR
b Explain the advertising promotional activities.
- 15 a Classify the different types of opportunities' in the fashion industry.
OR
b Analyze the multi channel opportunities in fashion retailing.

Z-Z-Z

END