

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)**

Branch - COSTUME DESIGN AND FASHION

BOUTIQUE AND STORE PLANNING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is the primary purpose of store displays? a) To increase store space b) To showcase products attractively c) To improve store lighting d) To entertain customers	K1	CO1
2	Which of the following is most crucial when creating an effective display? a) Color and texture b) Price of products c) Store location d) Employee training	K2	CO1
3	What is visual merchandising? a) A technique to increase store sales b) Arranging products to create an appealing display c) Redesigning the store structure d) Organizing products in the warehouse	K1	CO2
4	What is the key element in designing a boutique? a) Mannequin selection b) Lighting design c) Space allocation d) Store signage	K2	CO2
5	How does lighting affect store interiors in visual merchandising? a) It is only used to brighten the store b) It emphasizes the product displays c) It does not impact sales d) It helps maintain store cleanliness	K1	CO3
6	The common technique used in visual merchandising to capture customer attention is a) Masking and proscenia b) Increasing store hours c) Offering free products d) Expanding product variety	K2	CO3
7	What does a store's image represent? a) The staff uniforms b) The overall perception of the store c) The store's name d) The size of the store	K1	CO4
8	Show the key factor in developing a store image. a) Store hours b) Product placement c) Employee count d) Advertising on social media	K2	CO4
9	What does store planning focus on? a) Advertising techniques b) Product allocation within the store c) Store exterior design only d) Training staff members	K1	CO5
10	This is one of the goals of store planning. a) To reduce the number of products b) To improve space productivity c) To redesign customer service training d) To increase lighting fixtures	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Develop a window display for a high-end fashion boutique focusing on current trends. Justify your design choices.	K3	CO1
	(OR)		
11.b.	How would you evaluate the effectiveness of a store's exterior display in attracting customers?		
12.a.	Identify the role of mannequins and alternative display forms in visual merchandising.	K3	CO2
	(OR)		
12.b.	Examine about death of fashion and rebirth of fashion.		
13.a.	Propose an innovative visual merchandising plan for a boutique that specializes in eco-friendly fashion.	K4	CO3
	(OR)		
13.b.	Highlight role of color devices and familiar symbols in visual merchandising and explain how they influence customer behaviour.		
14.a.	Quote examples and Discuss about visual merchandising and the changing face of retail.	K4	CO4
	(OR)		
14.b.	Examine about setting up a display store.		
15.a.	Compare and contrast different store layouts and how they impact customer experience.	K5	CO5
	(OR)		
15.b.	Discuss the importance of modular fixtures and systems in modern store planning.		

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

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Analyze the role of lighting, line, and composition in creating effective in-store displays. Provide examples from current fashion trends.	K4	CO1
17	Elaborate on modular fixtures and systems in store planning.	K4	CO2
18	Choose the comprehensive visual merchandising plan for a boutique launch event. Discuss the steps involved and justify each decision with respect to customer engagement and sales maximization.	K5	CO3
19	Discuss how advancements in technology, such as augmented reality, are transforming visual merchandising in retail stores. Provide examples from modern retail spaces.	K4	CO4
20	Assess the impact of store allocation and planning on space productivity. Propose strategies for optimizing store layout based on customer flow and product variety.	K5	CO5

Z-Z-Z

END