# PSG COLLEGE OF ARTS & SCIENCE
## (AUTONOMOUS)
## MSc DEGREE EXAMINATION DECEMBER 2025
### (First Semester)

### Branch – COSTUME DESIGN AND FASHION
### STORE PLANNING AND BOUTIQUE MANAGEMENT

Time: Three Hours                                      Maximum: 75 Marks

### SECTION-A (10 Marks)
#### Answer ALL questions
#### ALL questions carry EQUAL marks        (10 × 1 = 10)

| Module No. | Question No. | Question | K Level | CO |
|---|---|---|---|---|
| 1 | 1 | Identify the primary factor to be considered before starting a boutique.<br>a. Employee training schedule     b. Local market study<br>c. Seasonal decoration         d. Fashion show planning | K1 | CO1 |
| | 2 | Explain why the identification of store location is important in boutique planning.<br>a. It helps in designing mannequins<br>b. It determines the lighting arrangement<br>c. It influences customer accessibility and sales potential<br>d. It decides the color theme of the boutique | K2 | CO1 |
| 2 | 3 | Identify the main purpose of a window display in a boutique.<br>a. To store excess stock<br>b. To attract customers into the store<br>c. To train visual merchandisers<br>d. To control lighting inside the store | K1 | CO2 |
| | 4 | Explain how mannequins contribute to effective visual merchandising.<br>a. They increase stock quantity<br>b. They serve as decorative lighting fixtures<br>c. They help visualize how garments look when worn<br>d. They reduce the need for store staff | K2 | CO2 |
| 3 | 5 | Define the term 'Store Image'.<br>a. The total impression a store creates in the minds of customers<br>b. The physical layout of store fixtures<br>c. The number of employees in a boutique<br>d. The online registration process of a boutique | K1 | CO3 |
| | 6 | Describe how improving space productivity benefits store management.<br>a. It reduces product variety<br>b. It increases storage space and sales efficiency<br>c. It eliminates the need for visual displays<br>d. It decreases customer movement | K2 | CO3 |
| 4 | 7 | Recall which of the following is a tool of visual merchandising.<br>a. Financial planning         b. Window display<br>c. Employee schedule          d. Store rent management | K1 | CO4 |
| | 8 | Explain how color devices are used in visual merchandising.<br>a. To manage store inventory<br>b. To attract customer attention and influence perception<br>c. To calculate product costing<br>d. To schedule staff shifts | K2 | CO4 |
| 5 | 9 | Recall the "5 Ps" used in visual merchandising.<br>a. Product, Price, Promotion, Place, People<br>b. Plan, Process, Production, Packaging, People<br>c. Product, Placement, Performance, People, Profit<br>d. Price, Promotion, Place, Policy, Performance | K1 | CO5 |
| | 10 | Explain the importance of merchandise planning in a retail store.<br>a. It ensures proper staff uniforms<br>b. It helps optimize product assortment, sales, and customer satisfaction<br>c. It reduces the need for window displays<br>d. It manages the store's lighting and décor | K2 | CO5 |

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## SECTION - B (35 Marks)
### Answer ALL questions
ALL questions carry EQUAL Marks          (5 × 7 = 35)

| Module No. | Question No. | Question | K Level | CO |
|---|---|---|---|---|
| 1 | 11.a. | Illustrate how color, texture, line, and composition in displays can influence customer perception and store appeal. | K2 | CO1 |
|  |  | (OR) |  |  |
|  | 11.b. | Interpret how a well-structured start-up plan, including product and service strategies, implementation, and financial planning, contributes to the successful launch of a boutique. |  |  |
| 2 | 12.a. | Explain how different types of displays and display settings contribute to attracting customers to a boutique. | K2 | CO2 |
|  |  | (OR) |  |  |
|  | 12.b. | Discuss how modular fixtures and dressing fixtures improve store planning and product presentation. |  |  |
| 3 | 13.a. | Determine the methods to improve space productivity in a boutique and their impact on sales efficiency. | K3 | CO3 |
|  |  | (OR) |  |  |
|  | 13.b. | Classify the key steps in designing and launching an online boutique, including website, blogs, and logo creation. |  |  |
| 4 | 14.a. | Explore how attention-getting devices are used to attract and engage customers in a retail store. | K3 | CO4 |
|  |  | (OR) |  |  |
|  | 14.b. | Discuss how fashion accessories can be strategically used in displays to promote sales. |  |  |
| 5 | 15.a. | Determine the seven types of window display planning and their impact on attracting customers. | K3 | CO5 |
|  |  | (OR) |  |  |
|  | 15.b. | Explore the significance of visual merchandising in aligning store aesthetics with marketing and sales strategies. |  |  |

## SECTION -C (30 Marks)
### Answer ANY THREE questions
ALL questions carry EQUAL Marks      (3 × 10 = 30)

| Module No. | Question No. | Question | K Level | CO |
|---|---|---|---|---|
| 1 | 16 | Explain how a SWOC analysis can be used to identify threats and opportunities before starting a boutique. | K2 | CO1 |
| 2 | 17 | Elaborate how the concept of "Death of Fashion & Rebirth of Fashion" can be applied to create innovative and trend-focused displays. | K2 | CO2 |
| 3 | 18 | Apply strategies to develop a store image that enhances customer perception and brand loyalty. | K3 | CO3 |
| 4 | 19 | Demonstrate how graphics, signage, scrolling advertisements, and seasonal displays can be integrated into a visual merchandising strategy to increase customer engagement and sales. | K3 | CO4 |
| 5 | 20 | Implement the 5 Ps (product, price, promotion, place, people) in creating a merchandising strategy for a new store launch. | K3 | CO5 |