

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PG DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

TRANS DISCIPLINARY COURSE
(Common to PG Programmes)

FASHION AND VISUAL MERCHANDISING

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	_____ is an abstract illustrative organization of color hues around a circle, which shows the relationships between primary colors, secondary colors, tertiary colors. a) color wheel b) colour sections c) colour psychology d) colour	K1	CO1
	2	A fashion that long lasts a) Classic b) Fad c) Trend d) Interrupted fashion	K2	CO1
2	3	_____ is an element of design that refers to how a surface feels or looks, and how it affects the overall feel and appearance of a design. a) Line b) Texture c) shape d) colour	K1	CO2
	4	_____ involves the measurement of organized movement; a self-contained movement from object to object, background to foreground, and/or side to side. a) Rhythm b) Balance c) Emphasis d) Proportion	K2	CO2
3	5	A body type where a woman's bust and hips are wide relative to her waist, resembling the shape of an _____. a) Thin b) fat c) hourglass d) medium	K1	CO3
	6	_____ are the outline of a person, object, or scene which is represented as a solid shape mostly in black color. a) figure b) Face c) torso d) Silhouettes	K2	CO3
4	7	What refers to the display or merchandise presentation at the point where an act of purchase happens and the sale is made? a) Window display b) Interior display c) Point of purchase display d) The trend away from the window	K1	CO4
	8	_____ is the means to communicate a store's fashion, value and quality message to prospective customers. a) Visual merchandising b) Buying merchant c) Buying house d) Presentation	K2	CO4
5	9	A _____ is a human-like figure that's usually used to display clothing in a store. a) mannequin b) dummy c) dress form d) model	K1	CO4
	10	_____ is any kind of visual display used to convey information a) planters b) signage c) lighting d) mannequin	K2	CO4

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the principles of fashion. (OR)	K2	CO1
	11.b.	Discuss the Colour and its importance in fashion industry.		
2	12.a.	Explain about harmony and emphasis. (OR)	K2	CO2
	12.b.	Discuss about the terms - value and space.		
3	13.a.	What is silhouette in fashion and explain its types. (OR)	K1	CO3
	13.b.	Illustrate the characteristics of thin and fat body shape figures.		
4	14.a.	Explain the types of display in Visual Merchandising. (OR)	K4	CO2
	14.b.	Analyze- how line and composition involved in visual display.		
5	15.a.	Discuss the application of Incandescent lighting. (OR)	K3	CO3
	15.b.	Briefly discuss the elements of store exterior.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Identify the importance of colour wheel and explain any two-color schemes.	K3	CO2
2	17	Examine the elements of design with the example.	K4	CO3
3	18	Explain the fashion life cycle with a diagram.	K5	CO3
4	19	Analyze the scope and career opportunities in Visual Merchandising.	K4	CO3
5	20	Discuss the types of store exteriors in Visual Merchandising.	K4	CO4

Z-Z-Z

END