

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch - COSTUME DESIGN & FASHION

BOUTIQUE AND STORE PLANNING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

- 1 ----- window displays are normally smaller than other types of displays.
(i) Island (ii) shadowbox
(iii) Elevated (iv) corner
- 2 The commonly used to display apparel, jewelry, and wearable accessories is
(i) Racks (ii) hangers
(iii) Wall display (iv) Body forms
- 3 ----- helps to promote, identify, provide information, give directions or to raise safety awareness.
(i) Signage (ii) graphics
(iii) Accessories (iv) color devices
- 4 A process of creating a visualization of marketing ideas for the purpose of attraction and interest in the mind of customers is
(i) Display (ii) Mannequin
(iii) Visual merchandising (iv) Signage
- 5 The component of visual merchandising is
(i) Store layout (ii) Interior display
(iii) Store exterior (iv) All the above

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Discuss about store interior.
OR
b Evaluate the Purpose of display.
- 7 a Illustrate about Three dimensional form.
OR
b Explain about the types of fixtures.
- 8 a Analyze about attention seeking devices.
OR
b Sketch and explain about fashion accessories.
- 9 a State the importance of Store planning.
OR
b Determine the importance of visual merchandising in retail.
- 10 a Discuss about the ways to develop a store image.
OR
b Explain the ways to improve store space productivity.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Analyze the types of Display.
OR
b Elucidate the types of Window display.
- 12 a Enumerate on the types of Mannequin.
OR
b Criticize about the System in store planning.
- 13 a Differentiate between Graphics and Signage.
OR
b Assess about Masking and proscenia sale ideas.
- 14 a Discuss about setting up of display store.
OR
b Determine about the elements of store design.
- 15 a Interpret on Store allocation and its types.
OR
b Create a window display based on current theme.

Z-Z-Z

END