

Exam Date & Time: 26-Sep-2020 (02:00 PM - 05:30 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MSc DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - COSTUME DESIGN & FASHION

DISCIPLINE SPECIFIC ELECTIVE - II - VISUAL MERCHANDISING [18CDP23B]

Duration: 210 mins.

Marks: 75

SECTION A

Answer all the questions.

- 1) Analogue colors are _____.
 (i) Any three colors
 (ii) Shade of the same color
 (iii) Three colors at equal distance
 (iv) Tint colors (1)
- 2) Which of the following is the element of design?
 (i) Point
 (ii) Line
 (iii) Form
 (iv) All of the above (1)
- 3) A waterfall is a _____ fixture.
 (i) Capacity
 (ii) Floor
 (iii) Ledge
 (iv) None (1)
- 4) What are the common materials used in the manufacture of basic fixtures?
 (i) Paper & Fabric
 (ii) Stone & Metal
 (iii) Metal & Plastic
 (iv) Fabric & Plastic (1)
- 5) A proscenium is a term used to describe the _____ that goes around a stage in a theatre.
 (i) Temporary framing
 (ii) Permanent framing
 (iii) Window display
 (iv) Masking (1)
- 6) Which color shade a Christmas display emphasize?
 (i) Red
 (ii) Yellow (1)

- (iii) Orange
- (iv) Purple

- 7) An institutional display promotes an idea, rather than an item or product. The display presents the store as a
- (i) Value driven store
 - (ii) Interested member of the community
 - (iii) High and fashion store
 - (iv) Mall
- (1)
- 8) What is promotional signs?
- (i) Full-price event
 - (ii) Trade show
 - (iii) Festival event
 - (iv) Off-price event
- (1)
- 9) Which of the following is the leading visual merchandising trade organization?
- (i) POP
 - (ii) NADI
 - (iii) IS
 - (iv) PAV
- (1)
- 10) An exhibit is the display and showing of _____ material.
- (i) same size
 - (ii) multicolour
 - (iii) special
 - (iv) silk
- (1)

SECTION B

Answer all the questions.

- 11) Explain about light and lighting.
- (7)
- a) [OR] Why should you do market survey and research before store display?
- b) (7)
- 12) Discuss on selecting a fixtures in store display.
- (7)
- a) [OR] Explain Style addicts.
- b) (7)
- 13) List down and explain the familiar symbols.
- (7)
- a) [OR] Discuss about the current trends and trend fabrics.
- b) (7)
- 14) Compare the basic architectural symbols and store planning symbols.
- (7)

- a)
[OR] Discuss on store planning and design for your boutique. (7)
b)
- 15) State and explain the important of fashion shows. (7)
- a)
[OR] List down the career opportunities in visual merchandising. (7)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Elucidate the types of display settings. (10)
- 17) Differentiate the dressing fixtures in visual merchandising. (10)
- 18) Explain the various fashion accessories. (10)
- 19) Plan a display store setup for your boutique. (10)
- 20) Explain about exhibit system. What criteria should be used in the selection of an exhibit system? (10)

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