

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

**MSc DEGREE EXAMINATION MAY 2018
(Second Semester)**

Branch - COSTUME DESIGN & FASHION

VISUAL MERCHANDISING

Time : Three Hours

Maximum : 75 Marks

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 15 = 75)

- 1 a Explain in detail about the display basics in terms of Colour and Texture.
OR
b Explain how exterior and interior display determine the retail showroom image.
- 2 a Give an account on role of Mannequin in visual merchandising and explain its alternatives.
OR
b Define Fixtures and explain how fixtures play an important role in window display.
- 3 a Explain the importance of Colour devices and familiar Symbols in visual merchandising.
OR
b Given an account on the role of Graphics and Signage in Visual merchandising.
- 4 a Explain in detail about setting up of a Display Store.
OR
b Describe the Visual Merchandising Planning.
- 5 a Elaborate on Fashion Shows.
OR
b Enumerate the Career opportunities in Visual Merchandising.

Z-Z-Z

END