

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
PG DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

TRANS DISCIPLINARY COURSE  
(Common to PG Programmes)

FASHION & VISUAL MERCHANDISING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Short term forecasting is usually done for \_\_\_\_ and is made based on routine trends.  
(i) A week (ii) One week to five weeks  
(iii) One or two years (iv) Five years
- 2 Choose the elements of fashion design which create shapes and spaces in any design that forms all the other elements.  
(i) Line (ii) Form (iii) Dots (iv) Value
- 3 Which of the following refers to a purchase decision that does not involve any conscious planning?  
(i) Limited decision making (ii) Repeat purchase  
(iii) Impulse buying (iv) Impersonal decision
- 4 Presentation of a store and its merchandise in such a manner that will attract the attention of the potential customer is known as  
(i) Attractive merchandising (ii) Imaginary merchandising  
(iii) Effective merchandising (iv) Visual merchandising
- 5 Which type of lighting provides illumination for designated display areas?  
(i) Primary lighting (ii) Secondary lighting  
(iii) Atmosphere lighting (iv) All the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Analyze how forecasting is helpful in creating fashion brand.  
OR  
b Discuss the colour theory.
- 7 a Illustrate the types of design for fashion.  
OR  
b Explain the application of emphasis and harmony in fashion clothing.
- 8 a Illustrate the styling for thin and hourglass figures.  
OR  
b State the psychological aspects used in fashion designing.
- 9 a Recommend a suitable display settings for a multi-branded clothing store.  
OR  
b Discuss some of the things you can consider when setting up a window display.
- 10 a Analyze the purpose of incandescent lighting and halogen lighting in a fashion store.  
OR  
b Compare promotional and informational signage.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Summarize the elements of fashion trend forecasting.  
OR  
b Elucidate the application of fashion and colour in clothing.
- 12 a Discuss the techniques used for optimizing space in a fashion store.  
OR  
b Explain the application of line in visual merchandising with suitable sketches.
- 13 a Enumerate the stages involved in fashion life cycle for the promotion of a product.  
OR  
b Identify the design preferences of the customer based on the latest trends.
- 14 a Analyze the display design basics in detail.  
OR  
b Summarize the scope of visual merchandising.
- 15 a Infer the ultimate purpose of lightings in a fashion store and give its types.  
OR  
b Explain the following  
i) Marquees ii) Planters.

Z-Z-Z

END