

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – COSTUME DESIGN & FASHION

DISCIPLINE SPECIFIC ELECTIVE – I VISUAL MERCHANDISING & RETAILING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Visual presentation of merchandise is _____.
(i) Display (ii) Presentation (iii) Retailing (iv) Event
2. _____ is the group of consumers to whom a producers, manufactures or retailer aim products, services and advertising.
(i) Stylist (ii) Target Market (iii) Buyer (iv) Audience
3. Chic look is a _____.
(i) Long lived fashion (ii) Short lived fashion
(iii) Fast moving fashion (iv) Slow moving fashion
4. Supplier selection, request for quote, price determination, purchase order creation, exporting is coming under _____ process.
(i) Merchandising (ii) Sourcing (iii) Import (iv) Export
5. Laces and fasteners are _____.
(i) Accessories (ii) Trims (iii) Fabric (iv) Leather
6. For sourcing a fashion product, one should know the _____.
(i) Fashion terms (ii) Fashion forecasting
(iii) Fashion cycle (iv) Fashion acceptance
7. Which of the following is a term for ready-to-wear?
(i) Pret – a – porter (ii) Haute couture
(iii) Street fashion (iv) Mass fashion
8. Which gives a cool combination in visual merchandising?
(i) Pink and blue (ii) Zig zag effects
(iii) Dark colours (iv) Red and black
9. _____ fabric have good properties for draping a design for window display.
(i) Cotton (ii) Muslin (iii) Satin (iv) Organza
10. Fashion acceptance or rejection is determined by _____.
(i) Advertisers (ii) Designers
(iii) Retailers (iv) Customers

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. (a) Explain about the types of mannequins.
OR
(b) Narrate about props, fixtures and forms.
12. (a) Point out the procedure in setting up a boutique store.
OR
(b) Summarise about point of purchase.
13. (a) State about the types of retailers?
OR
(b) Explain about fashion retail organization chart.
14. (a) Discuss in detail about sales promotion.
OR
(b) Explain in detail about the publicity through advertising.
15. (a) Outline on trade organization and source.
OR
(b) Discover about multi-channel opportunities.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Discuss in detail about the display and mannequin types in visual merchandising.
17. Highlight about setting up a display store and increasing sale?
18. Enumerate about the National and International brands.
19. Explain in detail about the trends in advertising and sales promotion.
20. Discuss about carrier opportunities in visual merchandising.

Z-Z-Z

END