

**S.No. 5382**

**16 SNMEFT 2**

(For candidates admitted from 2016-2017 onwards)

**U.G. DEGREE EXAMINATION, APRIL 2022.**

**Part IV — Fashion Technology and  
Costume Designing – Non Major Elective**

**VISUAL MERCHANDISING**

**Time : Three hours**

**Maximum : 75 marks**

**SECTION A — (10 × 2 = 20)**

**Answer ALL questions.**

- 1. What is visual merchandising?**
- 2. What is a display?**
- 3. Define colour.**
- 4. Define composition.**
- 5. What is the meaning of window display?**
- 6. What is the purpose of a display?**
- 7. What are mannequins used for?**

8. What is the difference between manikin and mannequin?

9. List out the elements of visual merchandising?

10. What is the role of visual merchandiser?

### SECTION B — ( $5 \times 5 = 25$ )

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain- Why is your target customer so important for visual merchandising?

Or

(b) Write in brief purpose of visual merchandising.

12. (a) Write in brief types of display setting.

Or

(b) Explain line and composition in visual merchandising and display.

13. (a) Explain exterior design considerations in retail store design.

Or

(b) Write in brief types of window display.

14. (a) What are Mannequins? - Purpose and its Importance in Retail Industry.

Or

(b) What are Mannequins? - Points to be considered while choosing a Mannequin.

15. (a) Explain Visual Merchandiser responsibilities.

Or

(b) Explain the steps in promoting a retail store.

### SECTION C — ( $3 \times 10 = 30$ )

Answer any THREE questions.

16. Brief note on Visual Merchandising and its role in retailing.

17. Briefly explain how does color affect visual merchandising?

18. Give a note on ideas for storefront window display.

19. Give a note on how to dress a mannequin according to visual merchandiser instructor?

20. Give an account of visual merchandising tips for your retail space.

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