



DCFD603

Reg. No.

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VI Semester B.Sc. Degree Examination, July/August - 2024

FASHION AND APPAREL DESIGN

Visual Merchandising

(NEP CBCS Scheme 2023-24 Onwards Freshers Only)

Paper : FD 6.5 T

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

All sections are compulsory. Illustrate wherever necessary.

SECTION - A**I.** Answer any **Ten** of the following.**(10×2=20)**

1. Define Retailing.
2. What is planogram?
3. What is proscenia and masking?
4. List any four signages used in store interiors.
5. What is foot traffic?
6. Define visual merchandising.
7. What is Realistic mannequin?
8. Mention any two objectives of VM.
9. What is Island window display?
10. Name any two digital retail platforms.
11. What is Cross merchandising?
12. What are franchise stores?

SECTION - B**II.** Answer any **Five** of the following.**(5×4=20)**

13. Explain the scope of retailing.
14. Write a brief note on fixtures used in store interiors.
15. Explain the importance of elements of design in Visual merchandising.

[P.T.O.]



16. Write a note on:
 - a) Story telling.
 - b) Sales tracking.
17. Sketch and explain any two types of mannequins.
18. Discuss about the present shopping trends and innovations in Retailing.
19. Explain the importance of sales team knowledge and sales analysis in VM.

SECTION - C

III. Answer any **Four** of the following.

(4×5=20)

20. List out the types of store layouts and explain any two in detail.
 21. Discuss the importance of “retail environment in present Indian Market”.
 22. Explain the types and importance of lighting in VM.
 23. Illustrate an Elevated window display for the theme of your choice.
 24. Write a detail note on “Merchandise Presentation”.
 25. Explain the importance and role of mannequins in retail industry.
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