



DCFD603

Reg. No.

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VI Semester B.Sc. (Theory) Degree Examination, June/July - 2025

FASHION AND APPAREL DESIGN

Visual Merchandising

(NEP Scheme F+R)

Paper : FD 6.5 T

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

- 1) All Sections are Compulsory
- 2) Write question numbers legibly

SECTION - A

I. Answer any Ten of the following.

(10×2=20)

1. Define "Retail".
2. Write any two advantages of loop layout.
3. What is ambient lighting?
4. What is Promotional signage?
5. What is Visual Merchandising?
6. What is store planning?
7. Define "Planogram".
8. What are departmental Stores?
9. Name any Four fixtures used in VM.
10. Define display Calender in VM.
11. What is Window shopping?
12. Define Mannequins

SECTION - B

II. Answer any Five of the following.

(5×4=20)

13. Explain in detail the Evolution of Retail.
14. What are Signages? Explain its types.

[P.T.O.]



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15. Write short note on
 - a) Digital VM
 - b) Sustainable VM Strategies
16. Write a note on dressing of mannequins
17. Explain the VM techniques to increase Sales.
18. Explain in detail the Store based Retail format.
19. What is foot fall in retail? Explain.

SECTION - C

III. Answer any Four of the following.

(4×5=20)

20. Explain in detail the history of VM.
 21. Write a note on retail environment in India.
 22. What are mannequins? Explain the important and role of mannequins in retail industry?
 23. What are the advantages and disadvantages of using digital tools in visual merchandising?
 24. Explain the types of Window display.
 25. Write short note on different types of mannequins used in industry.
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