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VI Semester B.Sc. (FAD) (Theory) Degree Examination, May/June - 2026**FASHION AND APPAREL DESIGN****Visual Merchandising****(NEP Scheme F+R 2023-24 Onwards)****Paper : FD 6.5 T****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

1. All sections are compulsory.
2. Illustrate wherever necessary.

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

1. Define the term "Retailing".
2. What is a "Planogram"?
3. List any two types of store layout.
4. Name any two types of exterior signage.
5. What is a promotional signage?
6. What is "POS"?
7. What are end caps?
8. What is impulse buying?
9. What is Shadow Box?
10. What is a display calendar?
11. What is cross merchandising?
12. What is a gondala fixture?



**SECTION - B**

II. Answer any Five of the following questions. (5×4=20)

13. Describe the different types of retail fixtures with suitable examples.
14. Define visual merchandising and explain its objectives.
15. Explain grid layout with its advantages.
16. Explain the principles of display types of signage.
17. Define mannequins and explain its importance in visual merchandising.
18. Explain proscenium and masking in window display.
19. Explain primary and accent lighting.

SECTION - C

III. Answer any Four of the following questions. (4×5=20)

20. Explain the elements of visual merchandising.
 21. Discuss sustainable visual merchandising and its importance.
 22. Explain various visual merchandising techniques used to increase sales.
 23. Write short notes on :
 - a) Story telling in retail display.
 - b) Importance of props in window display.
 24. Differentiate between :
 - a) Open and closed window display.
 - b) Dress forms and mannequins.
 25. Describe how sightlines, angles and focal points work together in store design.
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