

C-5994

Sub. Code

81613

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Fashion and Apparel Merchandising

CONCEPT OF FASHION DESIGNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the shape of a fashion cycle?
(a) Circle (b) Oblong
(c) Bell (d) Ovoid
2. The creation of exclusive custom-fitted high-end fashion design is termed
(a) Custom made (b) Couture
(c) Haute couture (d) High fashion
3. Which of the following is NOT an element of design?
(a) Line (b) Texture
(c) Shape (d) Proportion
4. Which principle of design creates movement through repetition?
(a) Balance (b) Rhythm
(c) Harmony (d) Emphasis

5. The Prang color system is also known as the :
- (a) Munsell system
 - (b) Primary color model
 - (c) Subtractive model
 - (d) Standard harmony system
6. Which dimension of color refers to its brightness or dullness?
- (a) Hue
 - (b) Value
 - (c) Intensity
 - (d) Contrast
7. Which of the following is NOT a fashion accessory?
- (a) Hat
 - (b) T-shirt
 - (c) Handbag
 - (d) Tie
8. Which factor primarily influences wardrobe selection for different age groups?
- (a) Fashion centers
 - (b) Lifestyle
 - (c) Economic trends
 - (d) International designers
9. Which level in the fashion industry involves the production of textiles?
- (a) Primary level
 - (b) Secondary level
 - (c) Retail level
 - (d) Auxiliary level
10. Recurring fashion trends indicate which type of movement?
- (a) Linear
 - (b) Cyclical
 - (c) Radial
 - (d) Static

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the terms pret-a-porter and fashion merchandising.

Or

- (b) Describe the terms custom and high fashion.

12. (a) Define structural and decorative design with examples.

Or

- (b) How do trimmings and decorations enhance garments?

13. (a) Explain the Prang color chart with an example.

Or

- (b) What are the dimensions of color? Discuss with examples.

14. (a) List and describe four essential fashion accessories.

Or

- (b) Explain the factors influencing wardrobe selection for children.

15. (a) Explain the four levels of the fashion industry.

Or

- (b) What factors influence fashion movements?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Differentiate between fashion, fad and style.

Or

- (b) Explain the terms classic, collection, trend and fashion show.

17. (a) Elaborate on formal and informal balance with examples.

Or

- (b) Analyze the importance of rhythm and emphasis in garment design.

18. (a) Discuss the application of color harmonies in designing a cohesive wardrobe.

Or

- (b) Explain Munsell colour harmony.

19. (a) Discuss the role of international fashion centers in shaping global trends.

Or

- (b) Analyze the factors affecting wardrobe design for different occasions.

20. (a) Explain how retailers and manufacturers and retailers contribute to fashion focus and trends.

Or

- (b) Describe the fashion cycle and fashion theories.

C-5995

Sub. Code

81614

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Fashion and Apparel Merchandising

BASICS OF TEXTILE MANUFACTURING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a primary characteristic of textile fibers?
 - (a) Elasticity
 - (b) Hardness
 - (c) Fragility
 - (d) Transparency

2. What type of polymerization forms synthetic fibers?
 - (a) Addition polymerization
 - (b) Subtraction polymerization
 - (c) Natural polymerization
 - (d) Crystallization

3. Retting process is involved in manufacturing which of the following fiber
 - (a) Cotton
 - (b) Jute
 - (c) Silk
 - (d) Wool

4. Which of the fiber is light weight, soft and warm resembling wool?
- (a) Rayon (b) Nylon
(c) Linen (d) Acrylic
5. What is the first process in ring spinning?
- (a) Carding (b) Spinning
(c) Drawing (d) Blow room
6. Which of the following is an example of a fancy yarn?
- (a) Carded yarn (b) Ply yarn
(c) Slub yarn (d) Nylon yarn
7. Which is the most basic weave structure?
- (a) Satin (b) Twill
(c) Plain (d) Sateen
8. Which of the following is a fabric weave that produces a glossy, smooth or lustrous material, at top surface
- (a) Plain (b) Twill
(c) Satin (d) Rib
9. Which stitch type is used in knitting?
- (a) Warp (b) Tuck
(c) Weft (d) Selvedge
10. Which fabric type is most suitable for sportswear?
- (a) Woven (b) Nonwoven
(c) Knitted (d) Twill

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the primary characteristics of textile fibers.

Or

- (b) Brief on the end uses of linen and pine apple.

12. (a) State the physical properties of Polyester.

Or

- (b) How is sisal manufactured?

13. (a) Write a flowchart for the ring spinning process.

Or

- (b) Discuss the importance of yarn count and twist.

14. (a) Explain the essential operations in weaving.

Or

- (b) Describe the working of water jet and air jet looms.

15. (a) Explain the causes and remedies of common knitted fabric defects.

Or

- (b) Describe the types of knitting needles and their functions.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss the classification of fibers and their secondary characteristics.

Or

- (b) Describe the polymerization process used in synthetic fiber production.

17. (a) Analyze the properties of jute and wool fibers.

Or

- (b) Explain the manufacturing of Nylon fiber.

18. (a) Compare and contrast chemical and mechanical spinning.

Or

- (b) Discuss the classification of yarns and types of fancy yarns.

19. (a) Analyze the properties and applications of satin and sateen weaves.

Or

- (b) Explain the classification of looms and the advantages of each type.

20. (a) Compare the advantages of knitted fabrics over woven fabrics.

Or

- (b) Describe the structure and uses of different knitted fabric types.

C-5996

Sub. Code

81623

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Second Semester

Fashion and Apparel Merchandising

FABRIC MANUFACTURE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Choose the primary motions of weaving
 - (a) Shedding
 - (b) Beatup
 - (c) Shedding, picking and beatup
 - (d) Take off

2. Fabric with closed selvedge can be directly made by _____.
 - (a) Shuttle looms
 - (b) Shuttleless looms
 - (c) Power loom
 - (d) Airjet

3. Which basic weave wrinkles most?
 - (a) Plain
 - (b) Twill
 - (c) Satin
 - (d) Sateen

4. Which is the example of Twill weave fabric?
(a) Cotton (b) Brocade
(c) Silk (d) Denim
5. What is the basic unit of knit structure?
(a) Stitch/loop (b) Stitch
(c) Loop (d) Stitch density
6. The distance between one needle and another needle in a knitting machine is called _____.
(a) Loop (b) Pitch
(c) Porosity (d) Hole
7. Mark the variation of rib stitch
(a) purl (b) rib purl
(c) interlock (d) rib interlock
8. Interlock knitted fabrics is the combination of two _____ knitted structures.
(a) Plain (b) Rib
(c) Single Jersey (d) Pique
9. Mark the fabric, which do not have grain
(a) Woven (b) Knitted
(c) Non woven (d) Plain fabric
10. Which one is napped fabric?
(a) Silk (b) Polyester
(c) Velvet (d) Polypropylene

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain warping and sizing.

Or

(b) Discuss about projectile loom.

12. (a) How will you draft a peg plan for plain weave.

Or

(b) Write short notes on sateen.

13. (a) Write about any four knitting terms.

Or

(b) Explain about yarn quality requirements for knitting.

14. (a) Illustrate and explain any two types of knitting needle.

Or

(b) Discuss about knitted fabric faults.

15. (a) What is bonding? Explain it.

Or

(b) Write short notes on tatting and crotchetting.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Elaborate on process sequence of weaving.

Or

- (b) Explain shuttle less looms.

17. (a) Write a brief note on Twill Weave.

Or

- (b) Discuss Fancy Weave.

18. (a) Explain types of knitting.

Or

- (b) Compare knitting and weaving machines.

19. (a) Explain weft knitting.

Or

- (b) Explain single jersey and double jersey.

20. (a) Describe manufacturing techniques of non woven fabrics.

Or

- (b) Explain application of non woven in Geotextiles.
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C-5998

Sub. Code

81633

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Fashion and Apparel Merchandising

APPAREL MACHINERY AND EQUIPMENTS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary function of a single-needle machine?
 - (a) Stitching buttonholes
 - (b) Creating decorative stitches
 - (c) Basic straight stitching
 - (d) Fixing buttons
2. What is the common maintenance required for sewing machines?
 - (a) Changing the bobbin case
 - (b) Oiling and cleaning
 - (c) Replacing the needle
 - (d) Fixing the presser foot
3. What is the function of the bobbin in a sewing machine?
 - (a) Controls thread tension
 - (b) Holds upper thread
 - (c) Guides the needle
 - (d) Holds the lower thread

4. What mechanism creates loops during sewing?
- (a) Throat plate (b) Loop spreader
(c) Take-up lever (d) Loop foot
5. Which of the following is a cutting tool?
- (a) Bobbin cutter (b) Rotary cutter
(c) Drill (d) Notches
6. Which type of spreading is used for striped or checked fabric?
- (a) Zigzag spreading
(b) Face-to-face spreading
(c) One-way spreading
(d) Straight-line spreading
7. What is marker planning used for?
- (a) Cutting fabric precisely
(b) Aligning fabric threads
(c) Efficient fabric utilization
(d) Organizing trims
8. Which tool is used for accurate marking?
- (a) Needle (b) Chalk
(c) Rotary cutter (d) Die cutter
9. What is the purpose of pressing in garment production?
- (a) Aligning fabric layers
(b) Enhancing fabric color
(c) Removing wrinkles
(d) Pleating

10. What is a common component in garment packing?
(a) Pleated fabric (b) Trims
(c) Adhesive labels (d) Stitched buttons

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the functions of a blind stitching machine.
Or
(b) Describe the care and maintenance of sewing machines.
12. (a) Describe the threading process of a sewing machine.
Or
(b) Explain the function of the loop spreader in the stitching mechanism.
13. (a) Discuss the importance of spreading quality in fabric cutting.
Or
(b) Describe the advantages of band knife machines.
14. (a) Discuss the requirements for an efficient marker plan.
Or
(b) Discuss the role of steam air finishers in garment pressing.
15. (a) What are the methods of packing?
Or
(b) Brief on trims and accessories.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain common problems with sewing machines and their remedies.

Or

- (b) Analyze the functions of various special attachments in sewing machines.

17. (a) Explain the stitching mechanism, including upper and lower threading.

Or

- (b) Explain the importance of thread tension and bobbin winding in achieving stitch quality.

18. (a) Analyze the advantages and disadvantages of various cutting machines.

Or

- (b) Discuss the scope and function of cutting technology in garment production.

19. (a) Discuss various marking methods and their significance.

Or

- (b) Discuss the purpose and methods of pressing in garment production.

20. (a) Explain the fusing process, equipment and its significance.

Or

- (b) Analyze the means of pressing. Discuss about the equipment's used for pressing.

C-5999

Sub. Code

81634

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Fashion and Apparel Merchandising

TEXTILE COLORING AND FINISHES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary objective of singeing?
 - (a) To soften fabric
 - (b) To remove protruding fibers
 - (c) To add color
 - (d) To increase fabric thickness

2. Which of the following is used in desizing?
 - (a) Caustic soda
 - (b) Hydrogen Peroxide
 - (c) Hydrochloric acid
 - (d) Sodium hypochlorite

3. Which agent is commonly used for scouring?
 - (a) Hydrogen peroxide
 - (b) Caustic soda
 - (c) Sodium chloride
 - (d) Sulfuric acid

4. Which of the following is called the universal bleaching agent?
- (a) Sodium hypochlorite
 - (b) Javelle water
 - (c) Sodium nitrate
 - (d) Hydrogen peroxide
5. Which dye is suitable for cellulose fibers?
- (a) Disperse dye
 - (b) Acid dye
 - (c) Basic dye
 - (d) Reactive dye
6. Identify the natural vegetable dye
- (a) Lac
 - (b) Azo
 - (c) Indigo
 - (d) Cochineal
7. What distinguishes printing from dyeing?
- (a) Use of colors
 - (b) Fabric type
 - (c) Use of synthetic dyes
 - (d) Localized application of colors
8. Identify the essential ingredient in printing paste?
- (a) Hydrogen peroxide
 - (b) Binder
 - (c) Scouring agent
 - (d) Caustic soda
9. Which fabric requires insect repellent finishes?
- (a) Wool
 - (b) Polyester
 - (c) Nylon
 - (d) Acrylic

10. Which of the following finish would you choose for socks?
- (a) Crease resistance
 - (b) Soil release
 - (c) Anti microbial
 - (d) Flame retardant

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the desizing process and its methods.

Or

- (b) Brief on the objects and types of singeing.

12. (a) Explain the mechanism of scouring.

Or

- (b) State the objects of bleaching and list the bleaching agents.

13. (a) Describe the classification of dyes.

Or

- (b) Write a short note on winch dyeing machines.

14. (a) Write a short note on discharge printing.

Or

- (b) Describe the types of printing methods.

15. (a) Explain the advantages of finishing processes.

Or

- (b) Write a short note on water-repellent finishes.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss the working principle of gas singeing machines.

Or

- (b) Explain the sequence of chemical processes in a processing unit.

17. (a) Explain in detail about the scouring agents and tests to check efficiency of scouring.

Or

- (b) Elaborate on the process of mercerization.

18. (a) Discuss the stages of dyeing and their significance in textiles.

Or

- (b) Compare natural and chemical dyes in textile processing.

19. (a) Compare screen printing and digital printing processes.

Or

- (b) List and explain about the ingredients used in printing process.

20. (a) Write a detailed note on functional finishes in textiles.

Or

- (b) Write a detailed note on soil release and anti-microbial finishes.

C-6002

Sub. Code

81651

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Fashion and Apparel Merchandising

GARMENT COSTING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. A _____ is the total direct costs of production, including raw materials and labor.
 - (a) Period costs
 - (b) Product cost
 - (c) Prime cost
 - (d) Value cost

2. Which type of estimate is prepared during the initial phase of a project to get a rough idea of the cost?
 - (a) Preliminary Estimate
 - (b) Supplemental Estimate
 - (c) Revised Estimate
 - (d) Detailed Estimate

3. _____ accounts for each element required for the project from materials to labor and calculates a total amount that determines a project's budget.
- (a) Trims
 - (b) Cost estimation
 - (c) Direct material
 - (d) Value addition
4. In a textile mill, the cost of cotton or yarn, the cost of cotton waste to clean the machinery, the cost of dyes, the cost of finishing material, and so on come under
- (a) Labor cost
 - (b) Rent
 - (c) Expenses
 - (d) Material cost
5. _____ refers to the cost of finishing a project, while cost cutting refers to measures taken to reduce expenses.
- (a) Finishing cost
 - (b) Labor cost
 - (c) Cutting cost
 - (d) Factory cost
6. _____ in apparel is the process of examining clothing items for quality at various stages of production.
- (a) Producing
 - (b) Checking
 - (c) Merchandising
 - (d) Costing

7. In the apparel industry, CMT means _____ process in apparel sourcing.
- (a) Cover, Mark and Trim
 - (b) Cover, Make and Trim
 - (c) Cut, Make and Turn
 - (d) Cut, Make and Trim
8. _____ is the total amount of money a company spends on its employees.
- (a) Labor cost
 - (b) Wages
 - (c) Profit cost
 - (d) Incentives
9. Abbreviate AEPC _____.
- (a) Apparel Extension Promotion Council
 - (b) Apparel Export Permanent Council
 - (c) Apparel Export Promotion Council
 - (d) Apparel Export Promotion Certificate
10. _____ is the total cost of manufacturing a product in a factory.
- (a) Factory cost
 - (b) Indirect cost
 - (c) Direct cost
 - (d) Export cost

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Define cost estimation and list its types.

Or

- (b) Explain the significance of preliminary and detailed estimates in project planning.

12. (a) Define the term “elements of cost” and list its three main components.

Or

- (b) Explain the difference between direct and indirect costs with examples.

13. (a) A company manufactures Polo T - shirt. Identify examples of material, labor and overhead costs for this production.

Or

- (b) A manufacturing company has encountered a problem with an international client concerning the quality of the product, state the various checking he should have adopted to prevent this.

14. (a) Give an account on INCO terms.

Or

- (b) Distinguish between medium and long-term export credit policy.

15. (a) Explain about factory cost.

Or

(b) Calculate the cost estimate for a baby bib made of 100% cotton fabric with foam.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) What are the different types of costs?

Or

(b) Describe the types of cost sheets and their uses.

17. (a) Analyze how fluctuations in labor cost might affect the overall project cost.

Or

(b) Explain the factors to be considered while estimating the factory cost for a woven fabric.

18. (a) Categorise the various types of expenses generally one has to look into for finishing a garment.

Or

(b) Discover the various pricing methods available in the textile industry.

19. (a) Ravi is running a garment sector, and while planning to export the garments, mention the estimates he has to plan for shipping and insurance.

Or

(b) Examine the various import and export policies.

20. (a) Explain the factors to be considered in costing for domestic products.

Or

- (b) Formulate a factory cost estimate for a T- Shirt.
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C-6003

Sub. Code

81652

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Fashion and Apparel Merchandising

FASHION MERCHANDISING AND MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a primary objective of marketing?
 - (a) Maximizing production
 - (b) Generating profits through customer satisfaction
 - (c) Minimizing advertising costs
 - (d) Reducing inventory levels

2. _____ merchandising is a planned strategy to make the most of the store's layout and area to showcase the merchandise.
 - (a) Visual
 - (b) Product
 - (c) Omni channel
 - (d) Service

3. Which of the following is an example of direct advertising?
- (a) Billboard campaigns
 - (b) Email marketing
 - (c) Television commercials
 - (d) Magazine advertisements
4. This process occurs at garment manufacturers and exporters, focusing primarily on coordination, follow-up, and facilitation functions.
- (a) Consumer Behavior
 - (b) Customer relationship management
 - (c) Customer strategy
 - (d) Merchandising
5. Consumer buying process in retailing involves _____.
- (a) Search for information
 - (b) Need recognition
 - (c) Evaluation
 - (d) All of the above
6. _____ retailing over internet or selling of retail goods on the internet.
- (a) Network store
 - (b) Online store
 - (c) E-retailing
 - (d) E-selling

7. Based on market research and analysis, the merchandiser creates a _____.
- (a) Outlook
 - (b) Sale
 - (c) Offer
 - (d) Merchandise plan
8. Commercial Invoice, Packing List, Certificate of Origin, Shipper's Letter of Instruction, Bills of Lading all need to be prepared for _____ process.
- (a) Import
 - (b) Exchange
 - (c) Offer
 - (d) Goods and the Shipping
9. _____ refers to the actions and decisions that individuals make when purchasing goods and services.
- (a) Consumer behavior
 - (b) Consumer satisfaction
 - (c) Consumer ethics
 - (d) Consumer loyalty
10. Identify the common defect checked for during the final inspection of garments.
- (a) Incorrect raw material inventory
 - (b) Unused production capacity
 - (c) Misaligned seams
 - (d) Overbooking in production scheduling

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Define marketing and explain its core importance in the business environment.

Or

- (b) What is the importance of grading in the apparel industry?

12. (a) Describe the role of communication in promotion.

Or

- (b) How do textile trade shows and fairs contribute to business development?

13. (a) Distinguish between export merchandising and retail merchandising.

Or

- (b) Ramu is being appointed as a merchandiser, describe the essential requisites he should possess to be a good merchandiser.

14. (a) Why reviewing and order in very essentials and important for a business.

Or

- (b) Mention the factors that influence route-card.

15. (a) Describe the basic checkpoints to be inspected before cutting a fabric.

Or

- (b) Explain the concept of assortment and its types.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Define Fashion marketing and, explain the various environmental factors that influence marketing.

Or

- (b) Compare and contrast cost-plus pricing and competitive pricing strategies in the apparel industry.

17. (a) Discuss the significance of promotional planning during the end-of-season and its role in maximizing sales and inventory management.

Or

- (b) Detail the structure and function of an advertising department.

18. (a) Describe different types of merchandising.

Or

- (b) Evaluate the strategic importance of sourcing in optimizing supply chain efficiency, reducing costs, and ensuring product quality.

19. (a) Enumerate the significance of planning and programming in the process flow of the apparel industry and how they influence operational efficiency.

Or

- (b) Classify the different types of samples.
20. (a) Explain the various approvals to be obtained before packaging a product.

Or

- (b) Analyze the different types of packaging lists and their strategic importance in business operations.
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C-6004

Sub. Code

81653A

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

Fashion and Apparel Merchandising

VISUAL MERCHANDISING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The arrangement of products and sections within the store to guide customer flow and enhance the shopping experience
 - (a) Store Layout
 - (b) Product placement
 - (c) Store highlight
 - (d) Retailing

2. _____ store layout uses aisles placed at angles to increase customer sightlines.
 - (a) Straight
 - (b) Diagonal
 - (c) Geometric
 - (d) Boutique

3. Creating eye-catching displays that grab the attention of passersby and draw them into the store
 - (a) Fascia
 - (b) Attention catchers
 - (c) Window display
 - (d) Shadow boxes

4. Incorporating touchpoints or demonstrations that encourage customer interaction with the products
 - (a) Window display
 - (b) Product display
 - (c) Thematic Displays
 - (d) Interactive Displays
5. _____ is used for locating the merchandise in an efficient way in the store.
 - (a) Planogram
 - (b) Blueprint
 - (c) Drawing
 - (d) Diagram
6. Used in apparel stores or boutiques where fixtures and displays are arranged freely to encourage exploration and discovery
 - (a) Grid layout
 - (b) Free flow layout
 - (c) Diagonal
 - (d) Hanging
7. A _____ typically has no facial features or limbs and is often used by designers and tailors for displaying or altering clothing.
 - (a) Torso mannequin
 - (b) Abstract mannequin
 - (c) Dress form
 - (d) Male mannequin
8. _____ are designed with joints that allow them to be positioned in various poses, such as sitting, walking, or standing in a particular stance.
 - (a) Torso mannequin
 - (b) Abstract mannequin
 - (c) Full body mannequin
 - (d) Posing mannequins
9. Which merchandise display type is typically located at the end of an aisle?
 - (a) Floor display
 - (b) Signage
 - (c) Endcap display
 - (d) Window display

10. Merchandise displays are primarily used to
- (a) Enhance product appeal
 - (b) Improve store security
 - (c) Manage employee schedules
 - (d) Store unsold inventory

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Define Visual merchandising and explain the basics and functions of visual merchandising.

Or

- (b) Interpret the concept of store image.

12. (a) Distinguish the Promotional vs Institutional store display.

Or

- (b) Describe the Principles of design in visual merchandising for store planning.

13. (a) Distinguish realistic vs semi-realistic display.

Or

- (b) Illustrate the angle storefront window.

14. (a) Compare the difference between abstract mannequins and headless mannequins.

Or

- (b) Interpret the importance of dressing up of a mannequin.

15. (a) Explain the advantages and disadvantages of VM as promotion.

Or

- (b) Build an outline on the scheduling of the promotion.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the concept and role of a visual merchandiser in store planning.

Or

- (b) How visual merchandising improves the sales of the store?

17. (a) Show the importance of Store layout in the store and explain its types.

Or

- (b) Classify the types of display cases in a retail store.

18. (a) Name the different types of fixtures and explain with an illustration.

Or

- (b) Predict the role of special windows and their property in visual merchandising.

19. (a) Assess the impact of using poseable mannequins versus headless mannequins in a sportswear retail store. Which would be more effective for showcasing functionality and style? Justify your choice.

Or

- (b) Explain how different types of mannequins are used in retail displays to target specific customer segments and enhance visual merchandising effectiveness. Provide examples from a retail scenario.

20. (a) Describe the steps involved in planning an effective merchandise display and highlight the significance of each step.

Or

- (b) What is the role of VM in effective promotion and sales?