

**R8298**

**Sub. Code**

**9MF4G2**

**M.Voc. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Fashion Technology**

**VISUAL MERCHANDISING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Visual merchandising.
2. List out the Elements of design.
3. Give a note on sales management.
4. Mention any two principles in showroom display.
5. Differentiate between promotional and institutional display.
6. Discuss about semi realistic display setting.
7. What merchandise display?
8. Write about realistic and abstract mannequins.
9. How will you do estimation in contracts?
10. State the motives of merchandise display.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the objectives of principles of design in visual merchandise.

Or

- (b) Write a short note on Seasonal visual merchandise.

12. (a) Elaborate on basic principles required for window design.

Or

- (b) Enumerate on market segmentation.

13. (a) Explain the types of display with examples.

Or

- (b) State the advantages and disadvantages of using music in display.

14. (a) Briefly explain the types of mannequins.

Or

- (b) Describe the objectives of merchandise display.

15. (a) Discuss the steps to handle client objections.

Or

- (b) Give a short note on inventory control system.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate on Principles of design in Visual Merchandise.
  17. Explain colour theory with suitable diagram.
  18. Brief on role of lighting in visual merchandise.
  19. Elaborate on display planning.
  20. Write about display finalization.
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