

Q.22 Write down any four future implications of visual merchandising.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Write down any eight characteristics for effective store layout.

Q.24 Write down a detail note on window design display.

Q.25 Write down a detail note on branding.

No. of Printed Pages : 4
Roll No.

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6th Sem. / Fashion Technology

Subject : Visual Merchandising

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Visual Merchandising improves:

- a) Sales
- b) Ambience
- c) Customer Experience
- d) All of these

Q.2 Which among following is NOT related to store atmospherics:

- a) Color
- b) Light
- c) Music
- d) Customer

Q.3 Which among following is related to display:

- a) Window
- b) Merchandise
- c) Fixtures
- d) All of these

Q.4 Which among following is related to branding:

- a) Image b) Positioning
- c) Identity d) All of these

Q.5 Which among following is a Visual Element:

- a) Price b) Color
- c) Customer d) None of these

Q.6 Which element is used to communicate and guide customers:

- a) Light b) Color
- c) Signage d) None of these

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Define visual merchandising.

Q.8 To analyse traffic flow in a retail store is important part of store design. (True/False)

Q.9 Props are used in window displays. (True/False)

Q.10 Customer's perception of a product is called as brand image. (True / False)

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Q.11 Integrating digital technology is important in innovating visual merchandising. (True / False)

Q.12 Define brand positioning.

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Write down any four significances of visual merchandising.

Q.14 Suggest four elements of store atmospherics.

Q.15 Write down any four role of visual merchandiser.

Q.16 Suggest any four types of signage used in visual merchandising.

Q.17 Write down any four features of window display.

Q.18 Write down any four types of fixtures used in retail stores.

Q.19 Write down any four characteristics of brand identity.

Q.20 Write down any four needs of brand positioning.

Q.21 Write down any four emerging innovations in retail design.

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