

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2013

BFM-018 : VISUAL MERCHANDISING

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Q.1 is compulsory.*
(ii) *Attempt any four from the rest.*
(iii) *Each question carries 20 marks.*

1. Answer the following briefly. Do any 5 : **5x4=20**
- (a) Define planograms, fixtures, display design and mannequins.
 - (b) What are warm and cool colors ? Explain with examples.
 - (c) List down the objectives of store design.
 - (d) Explain briefly the hot spots inside a store.
 - (e) Explain the product life cycle in terms of visual merchandising.
 - (f) How is lighting an important tool in visual merchandising ?
2. Explain the role of Visual Merchandising in the retail industry. **20**
3. Explain the uses of four different types of fixtures alongwith diagrams. **20**

4. Discuss in detail the four steps in the evolution of store design and visual merchandising. 20
 5. Describe the importance of color in visual merchandising industry. 20
 6. What are the different types of instore signages used by retailers to motivate consumers to buy ? Discuss any 4 materials used for the construction of signages with respect to their characteristics, uses and advantages. 20
 7. Explain the different types of display settings that can be used by the visual merchandiser to set the scene for the merchandise to be sold. 20
 8. Discuss the different types of light sources that are used for instore and window illumination. 20
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