

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2014

BFM-018 : VISUAL MERCHANDISING

Time : 3 hours

Maximum Marks : 100

Note : Question seven is compulsory.

Attempt any four from the rest.

1. List all elements of interior and exterior of the store and explain each. Explain AIDCS in visual merchandising perspective. 20
2. State the type of display setting with examples. 20
3. What is a circulation plan ? Explain all the types with drawings. 20
4. What is merchandise presentation and planogram ? Explain with diagrams. 20
5. What is visual merchandising ? What is the role of Visual Merchandiser ? 20
6. What are the different types of Fixtures ? (Explain any 6) 20

7. Draw a planogram for **any two** :
- (a) Shirts of size medium, small large and colour beige, white and black and blue.
 - (b) Denim pants in 3 different finishes and 3 different sizes.
 - (c) 10 fragrances of body wash, 8 pcs each.

20

