

**B.A. IN FASHION COMMUNICATION**

**Term-End Examination**

**June, 2012**

**BFM-018 : VISUAL MERCHANDISING**

00015

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Section - A - Objective questions-40 marks.*

*Section - B - Subjective questions-60 marks.*

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**SECTION - A**

**(OBJECTIVE QUESTION)**

1. Answer *any 10* questions : Fill in the blanks.  $10 \times 2 = 20$
- (a) The property that reads the name of a store and placed outside is called\_\_\_\_\_
  - (b) A store is measured in \_\_\_\_\_
  - (c) The blue print of a store design is called\_\_\_\_\_ .
  - (d) A store display is often based on a \_\_\_\_\_
  - (e) A visual merchandiser's primary task is to\_\_\_\_\_
  - (f) In apparel stores, most commonly used property in a window display is \_\_\_\_\_ .

- (g) \_\_\_\_\_ are used to educate the customers inside a store.
- (h) \_\_\_\_\_ is the name for a pure color
- (i) \_\_\_\_\_ is a free standing fixture named after a boat
- (j) A \_\_\_\_\_ is a panel made with horizontal grooves to accept a variety of merchandise accessories
- (k) Number of customers walking in a store is termed as \_\_\_\_\_

2. Describe the following (*Any five*) : 5x4=20

- (a) Vendor fixture
- (b) Product adjacencies
- (c) Impulse items
- (d) concept store
- (e) Banner
- (f) Mannequins

**SECTION-B**  
**SUBJECTIVE QUESTIONS**

**6x10=60**

3. Answer (*any six*) :
- (a) Describe visual merchandising
  - (b) Define the role of a visual merchandiser
  - (c) Name and explain the 3 main elements to ascertain the first impression of a store
  - (d) What is a planogram. Explain with a diagram sample
  - (e) Which are the different types of stores ?
  - (f) Explain 6 aspects of an effective merchandising
  - (g) Name and explain any 6 types of fixtures/properties used for a store display
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