

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**June, 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 five* : **5x4=20**
- (a) Explain complementary colors, analogous colors, tints and shades.
  - (b) What are open and close backed windows ? Describe their advantages and disadvantages.
  - (c) List any four considerations that need to be taken into account while allocating space to merchandise.
  - (d) What is the use of a T-stand in store display ?
  - (e) Compare marquees and awnings.
  - (f) How is sound an important store design tool ?

2. Discuss some of the major trends of visual merchandising in the latest times. 20
  3. Describe the different types of displays. Compare promotional and institutional displays. 20
  4. What are store layouts ? Explain with diagrams mentioning the advantages and disadvantages of at least four different types. 20
  5. What are the various safety points that need to be considered while planning and installing a display ? 20
  6. What are planograms ? Explain its purpose and the guidelines one must follow while designing a planogram. 20
  7. What are the five principles of design that should be considered in the development of a display ? Explain any three in detail. 20
  8. Discuss the various ways of maximising the effectiveness of graphic displays. 20
-