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Total No. of Pages : 02

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B.Sc.(Fashion Design) Knits (2014 to 2017) (Sem.-4)

**VISUAL MERCHANDISING AND COMMUNICATION**

Subject Code : BScFDK-408

M.Code : 72826

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **THREE** questions.

**SECTION-A****Q1. Write short notes on :**

- a. Display graphic
- b. In-store display
- c. International Brand
- d. POPs
- e. Exhibition
- f. Props
- g. Show window
- h. Fixture
- i. Color palette .
- j. Merchandise
- k. Lighting
- l. Fragrance
- m. Mood board
- n. Store signage
- o. 3D Mood board

### SECTION-B

- Q2. What are the objectives of visual merchandising? Explain by giving examples of VM of knit textiles for apparel and home furnishings.
- Q3. Explain the importance and elements of mood board in decorating spaces.
- Q4. Explain the use of color and visual language for a display.
- Q5. Explain the role of light and light fixtures as an important aspect of display and exhibition.
- Q6. How with the use of props you can create a thematic window display for the fall season?
- Q7. Critically analyse the display panel in store for any international brand.

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**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**