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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

1. **Write short notes on :**
 - a) Merchandising
 - b) Window Display
 - c) Local market
 - d) Mood-board
 - e) Brand
 - f) Exhibition
 - g) Fixtures
 - h) Importance of visual merchandising
 - i) Marketing
 - j) Budgeting
 - k) List 5 international Knitwear Brands
 - l) Mannequin
 - m) Store layout
 - n) Grid layout
 - o) Primary objective of Store Design

SECTION-B

2. What do you understand by the term visual merchandising? What are its objectives and why is it important?
3. Explain the following :
 - a) Color
 - b) Visual language
4. What is the importance of window display in communicating the image of the brand? Explain with the help of an example.
5. Explain the following in relation to visual merchandising :
 - a) Exhibition
 - b) Thematic display
6. What are the various styles of visual merchandising that can be used? Explain in detail.
7. Discuss the following in relation to visual merchandising :
 - a) Lighting
 - b) Color
 - c) Fixtures

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.