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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(SECOND YEAR)****251: VISUAL MERCHANDISING**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. State the need for visual merchandising.
2. What is visual creativity?
3. What is visual merchandising planning?
4. What is retail display?
5. What are display locations?
6. What is store layout?
7. List out the tools used in visual merchandising.
8. What are the environmental factors in visual merchandising?

SECTION- B**Answer any THREE questions****(3×10=30)**

9. What are the essentials of visual merchandising?
10. Explain the essential qualities of a good visual merchandiser.
11. State the role of technology in Visual merchandising.
12. How to plan visual creativity?

SECTION- C**Answer any ONE question****(1×15=15)**

13. Explain the advantages of visual merchandising.
14. Explain supplier negotiation.
15. Explain computer applications in fashion industry.

SECTION- D**(Compulsory)****(1×15=15)**

16. Discuss the opportunities for visual merchandisers in India.
