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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc.(Fashion Design) Knits (2014 to 2017) (Sem.-4)**VISUAL MERCHANDISING AND COMMUNICATION**

Subject Code : BScFDK-408

Paper ID : [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) Visual merchandising
- b) Store layout
- c) List 5 international knitwear brands
- d) Elements of visual merchandising
- e) Mannequin
- f) Mood board
- g) Window displays
- h) Space management in visual merchandising
- i) Budgeting
- j) Seasonal displays
- k) Exhibitions
- l) Advantages of visual merchandising
- m) Use of graphics in window displays

- n) Primary objective of store design
- o) Grid layout

SECTION-B

- Q2. What is the importance of visual merchandising in communication and how it is helpful for retail stores?
- Q3. Describe the key elements of visual merchandising.
- Q4. Write a note on various display techniques.
- Q5. Elaborate the difference between interior and exterior displays.
- Q6. How lighting design and fixtures can be effectively used in displays and exhibitions?
- Q7. List down the materials/props with illustrations used in creating displays.