QP CODE: 26017993

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Reg No : .....

Name : .....

B.VOC DEGREE REGULAR/REAPPEARANCE / MERCY CHANCE EXAMINATIONS, MARCH 2026

Sixth Semester

B.Voc Fashion Technology and Merchaniding

FTMG603 - VISUAL MERCHANDISING

2018 Admission Onwards

081C132F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is promotion?
2. What is store planning?
3. What is the concept of the merchandise to be used in the display?
4. What is the use of dark colors and light colors in visual merchandise?
5. What is repetition?
6. What is Ledges?
7. What is an Abstract mannequin?
8. Most retailers used dress form for display. Why?
9. What are the uses of show case?
10. What is Armoires?
11. What are the types of display techniques?
12. What is seasonal merchandise?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. How do you plan a window display?

14. Explain Design principles.

15. Explain fluorescents and incandescent.

16. Explain electric signs.

17. Why is lighting important in retail stores?

18. How to use mannequin alternatives in stores?

19. Explain window.

20. Explain the advantages of in-house props.

21. Props are important device. Why?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the scope of visual merchandising planning and display calendar.

23. When you start a fashion store, how do you its interior? What materials to use?

24. Explain visual merchandising requirements.

25. Write a note about fixtures used in stores for displacing products.

(2×15=30)