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**School of Architecture and Design**

Bachelor of Design in Fashion Design

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

**Sem VI - B1UB603T - Visual Merchandising**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the significance of seasonal displays? K2 (2)
- 2) Describe the concept of 'texture' in visual merchandising. K1 (3)
- 3) Discuss the use of furniture and fixtures in visual merchandising. K2 (4)
- 4) Elaborate on the significance of understanding various exhibition and display concepts. K2 (6)
- 5) Discuss the impact of effective signage and graphics on customer flow within a store. K3 (6)
- 6) Create a comprehensive visual merchandising checklist for a new store opening. K3 (9)
- 7) Develop a visual merchandising plan for a store specializing in sustainable products. K4 (8)
- 8) How would you integrate interactive technology into a visual merchandising display? K4 (12)

**OR**

- Construct a training module for staff on maintaining visual merchandising standards. K4 (12)