School of Architecture and Design

Bachelor of Design in Fashion Design
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

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 are the two primary purposes of using photographs in store design?	K1(2)
2)	Describe how color schemes are selected for visual merchandising.	K2(4)
3)	How do the types of fonts used in signage and displays affect brand identity?	K2(6)
4)	Propose a visual merchandising strategy for an online retailer's physical pop-up store.	K3(9)
5)	Analyze the role of typography in creating a branded environment within a store.	K3(9)
6)	Critically analyze the future trends in visual merchandising and their potential impact on retail.	K5(10)
7)	Evaluate the use of visual merchandising in enhancing the customer experience in a supermarket.	K4(12)
8)	Examine the role of sustainability in visual merchandising and propose eco-friendly practices.	K5(15)
9)	Formulate a method for analyzing the effectiveness of window displays in terms of customer engagement and sales.	K5(15)
10)	Design a research study to measure the impact of store design elements on the consumer buying process.	K6(18)