



QP CODE: 25021664



Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Fashion Technology and Merchandising

FTMG603 - VISUAL MERCHANDISING

2018 Admission Onwards

3679ED70

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define Display calendar.
2. Define Planning.
3. What is display in visual merchandising?
4. What is rhythm?
5. What is lighting?
6. What is Awing's?
7. What are the types of mannequins?
8. What is a dress form?
9. What is Round Racks?
10. What is a showcase?
11. What is contrast?
12. What is seasonal merchandise?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the role of visual merchandiser in scheduling the promotion.
14. Explain the basic types of colours.





15. Explain structural columns.
16. Explain electric signs.
17. Draw interior of apparel show rooms. Use all elements of visual merchandising.
18. What are the benefits of using mannequins?
19. Explain platforms.
20. What is the importance of Cabinets in visual merchandising?
21. Explain the visual merchandising success factors.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain store planning and design is important factor in the visual merchandising.
23. Explain different types of cases in retails.
24. Do mannequins increase sales, Explain.
25. Write a note about furniture and props for visual merchandising.

(2×15=30)

