



<https://www.youtube.com/watch?v=9-Ng8wPd9Z4>

1. Yes/No: Is visual merchandising important for increasing a retail store's sales?

2. Multiple Choice: What is visual merchandising often described as?

- a) Boring
- b) Creative
- c) Unnecessary
- d) Confusing

3. Fill in the Blank: Visual merchandising helps in increasing the _____ and profitability of the retail store.

4. True/False: Visual merchandising is considered rocket science by most people.

5. Matching: Match the following elements with their descriptions:

- a) Color
- b) Focal Point
- c) Story
- d) Maximum Merchandise
- e) Empty Space

- 1) The area where eyes are drawn first
- 2) Creating a theme or message
- 3) Using contrasting hues
- 4) Showing the most products possible
- 5) Utilizing underused areas

6. Yes/No: Does the color play an important role in visual merchandising?

7. Multiple Choice: Which color combinations are suggested to create an attractive display?

- a) Blue and Green
- b) Red and Green
- c) Yellow and Red
- d) Purple and Black

8. Fill in the Blank: Always remember, wherever the _____ go, the feet will follow.

9. True/False: Mannequins act as a focal point in a retail store.

10. Matching: Match the following benefits with their corresponding elements:

- a) Color
- b) Focal Point
- c) Story
- d) Maximum Merchandise
- e) Empty Space

- 1) Attracts customer eyes
- 2) Draws attention first
- 3) Helps in understanding products
- 4) Shows more products
- 5) Uses unused space effectively

Notes:

Name-Signature: _____ Date: _____

SSS Name:

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