

- Q.19 Write down any four characteristics of a brand image.
- Q.20 Write down any four measures employed for brand identity.
- Q.21 Discuss any four global trends in visual merchandising.
- Q.22 Suggest any four emerging innovations in visual merchandising.

#### SECTION-D

**Note: Long answer questions. Attempt any two questions out of three Questions. (2x8=16)**

- Q.23 Write down a detail note on principles of effective store layout.
- Q.24 Write down a detail note on different types of displays used in retail design.
- Q.25 Discuss sustainability practices employed in visual merchandising.

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**6th Sem.**  
**Branch : Fashion Technology**  
**Sub.: Visual Merchandising**

**Time : 3 Hrs.**

**M.M. : 60**

#### SECTION-A

**Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)**

- Q.1 What is the main purpose of Visual Merchandising?
- a) To reduce the cost of products
  - b) To manage employee work schedules
  - c) To make products look appealing and boost sales
  - d) To increase warehouse storage
- Q.2 What is the purpose of merchandise display in a store?
- a) To showcase products attractively and encourage sales
  - b) To store extra inventory
  - c) To keep track of employee performance
  - d) To determine product pricing
- Q.3 What is the main role of signage in visual merchandising?
- a) To replace sales staff in the store
  - b) A determine the cost of products

- c) To guide and inform customers while enhancing store appeal
  - d) To increase product manufacturing speed
- Q.4 What is the purpose of a Prop Display in Visual merchandising?
- a) To store unsold inventory
  - b) To determine product pricing
  - c) To create an engaging shopping experience and highlight products
  - d) To manage employee schedules
- Q.5 Which factors is most important for Brand Positioning?
- a) The number of stores a brand has
  - b) How a brand is perceived in the minds of customers
  - c) The size of a brand's marketing team
  - d) The price of a brand's products
- Q.6 What is the main purpose of Brand Identity?
- a) To differentiate a brand from competitors and create recognition
  - b) To determine product pricing
  - c) To track a brand's sales performance
  - d) To manage employee productivity

## SECTION-B

**Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)**

- Q.7 Suggest one example of visual merchandising.
- Q.8 Define spatial planning.
- Q.9 Define merchandise display.
- Q.10 What is brand identity?
- Q.11 QR code is an emerging innovation in retail? (Yes or No)
- Q.12 Sustainability is the main objective today in developing retail business. (True / False)

## SECTION-C

**Note: Short answer type Questions. Attempt any eight questions out of ten Questions. (8x4=32)**

- Q.13 Write down any four significances of visual merchandising.
- Q.14 Write down any four concepts of visual merchandising.
- Q.15 Suggest any four types of store atmospherics.
- Q.16 Suggest any four ways analyzing traffic flow and customer journey optimization.
- Q.17 Write down any four features of merchandise display.
- Q.18 Write down any four props used in retail store.