

1ST SEM. 2017/18



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UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

PROGRAMME : **BACHELOR OF SCIENCE IN
TEXTILE, APPAREL DESIGN AND
MANAGEMENT YEAR II**

COURSE CODE : **TAD207**

TITLE OF PAPER : **VISUAL MERCHANDISING**

TIME ALLOWED : **TWO (2) HOURS**

INSTRUCTIONS : **ANSWER QUESTION ONE (1) AND
ANY OTHER (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- (a) As a Visual Merchandiser for Miladys, you have been tasked to put up **three (3)** visual displays for a summer collection that you will be receiving in a month.
- i. Describe lights you would use to fulfil the **three (3)** functions of lighting
(3x4=12 Marks)
 - ii. Plan for **three (3)** mini displays and how you would use the different types of lighting to enhance your display.
(15 Marks)
- (b) What are the objectives of a visual display?
(10 Marks)
- (c) Define a prop, build-up and mannequin.
(3 Marks)

[TOTAL MARKS = 40]

QUESTION 2

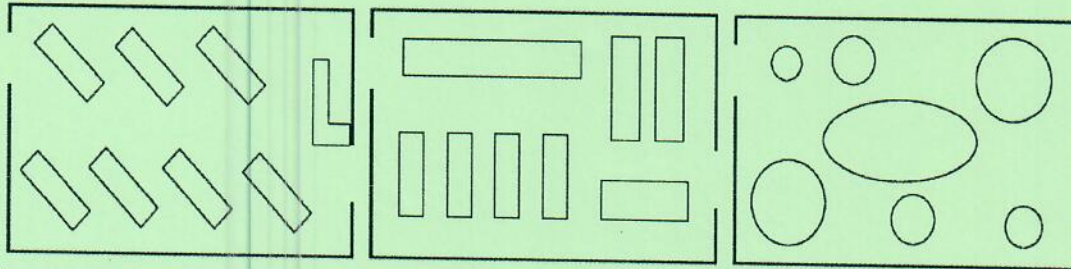
- (a) Briefly describe how you can use atmospherics to create a store environment that is comfortable and relaxing to the shopper.
(5 Marks)
- (b) Explain how you can use proportion and balance as merchandising strategies, and include an illustration to show how each can be used.
(15 Marks)
- (c) Given a tight budget that Visual Merchandisers have to work with, describe **five (5)** alternatives that can be used in place of mannequins and include a use for each.
(10 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) Name and describe the floor planograms shown below.

(15 Marks)



- i) ii) iii)
(b) You are starting a retail business and planning to install some wall fixtures. Briefly describe **two (2)** wall fixtures you would use for what merchandise. Include a sketch on how it would be mounted on the wall.

(2x4 = 8 Marks)

- (c) Briefly explain **seven (7)** methods of displaying merchandising that you could have used on your display for the class assignments.

(7 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- (a) Windows are major considerations in store fronts or exterior. Describe **three (3)** window arrangements you can have and include **two (2)** advantages for each.

(5X3 = 15 Marks)

- (b) How would you go about setting a new office as a visual merchandiser?

(10 Marks)

- (c) Describe **five (5)** points you would do in setting up visual merchandising project.

(5 Marks)

[TOTAL MARKS = 30]