

**2<sup>nd</sup> SEM. 2017/18**



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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

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

**COURSE CODE : TADM 403**

**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) Explain the **three (3)** visual merchandising strategies used by Woolworths Manzini.  
(3 x 3 = 9 Marks)
- (b) Briefly describe the listed mannequins below, highlighting their differences and how they can be used to display merchandise:  
(i) Abstract mannequins  
(ii) Semi realistic mannequins  
(iii) Realistic mannequins  
(3 x 4 = 12 Marks)
- (c) Discuss, how as a visual merchandizer, you can ensure a welcoming and relaxed environment to customers by enhancing the store ambience.  
(12 Marks)
- (d) State and analyse the bulletin board display you pitched for your class assignment in the Clothing Laboratory regarding the following points:  
(i) Suitability of theme (2)  
(ii) Layout of display items (2)  
(iii) Props used (2)  
(iv) How can it be enhanced? (1)

(7 Marks)

[TOTAL MARKS = 40]

**QUESTION 2**

- (a) Roughly sketch the before layout of the selling area at EMC clothing shop. How were you going to improve it if you had that opportunity?  
(10 Marks)
- (b) Briefly explain the essentials for a successful visual merchandizing display.  
(7 Marks)
- (c) Use of lights in visual merchandising (VM) should be done with care and following guidelines otherwise they may pose a problem instead of enhancing the look. State **five (5)** guidelines to heed in using display lights.  
(10 Marks)
- (d) State **three (3)** things to be included in your presentation when presenting to company executives.  
(3 Marks)

[TOTAL MARKS = 30]



**QUESTION 3**

- (a) Sketch and briefly explain the floor plan you used for your store display done for the class assignment and give justification. (5 Marks)
- (b) Compare the floor plan in (a) with the Woolworths, Manzini floor plan and explain the rationale for the plan they selected for their store. (5 Marks)
- (c) How do you develop a display calendar? (10 Marks)
- (d) Explain **four (4)** floor fixtures used at Woolworths, Manzini and state the type of merchandise they carry. Use pictures to illustrate them. (10 Marks)
- [TOTAL MARKS = 30]

**QUESTION 4**

- (a) What points did you consider for the display case entitled “hip and happening” in the Clothing Laboratory? Include a sketch of the layout of the display case. (5 x 2 = 10 Marks)
- (b) Compare the windows-less store front and the closed façade entrance. Include benefit and limitation of each and an example of a shop that uses each. (2 x 5 = 10 Marks)
- (c) Explain the display techniques you would use for the following;
- i. Skin care products
  - ii. Clothing range for a new designer
  - iii. A showstopper wedding outfit in your shop
  - iv. Window display with unique style details
- (2 x 4 = 8 Marks)
- (d) What is a marquee? (2 Marks)

[TOTAL MARKS = 30]