

2ND SEM. 2018/2019



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UNIVERSITY OF ESWATINI

FINAL EXAMINATION PAPER

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

COURSE CODE : **TAD403**

TITLE OF PAPER : **VISUAL MERCHANDIZING**

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

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

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CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- (a) What is visual merchandising? (5 Marks)
- (b) Explain **five (5)** roles played by the realistic mannequins as a silent sales' person. (5x3=15 Marks)
- (c) Write down the step by step procedure you followed to install a display on a glass window in the Textile Apparel Department. (20 Marks)

[TOTAL MARKS=40]

QUESTION 2

- (a) Explain **four (4)** different signs used in the entrances of retail shops. (4x2=8 Marks)
- (b) Give **five (5)** points to consider when planning a merchandise visual display merchandise. (5 Marks)
- (c) The list of props used by visual display merchandisers is endless.
i) State **four (4)** useful tips for propping in display windows. (4 Marks)
ii) Using chairs as props, suggest **five (5)** ways to enhance an interior display. (5 Marks)
- (d) Describe the following merchandising strategies. Include sketches in your answers.
i) Repetition strategy. (6 Marks)
ii) Rhythm strategy (4 Marks)

[TOTAL MARKS=30]

QUESTION 3

- (a) Differentiate between the following types of floor layouts in a retail shop. Include sketches in your answer.
i) Straight floor layout (5 Marks)
ii) Diagonal floor layout. (5 Marks)
- (b) How is the selling space partitioned in a retail floor space? (4 Marks)
- (c) Describe the cut out figures used by visual merchandisers to enhance displays. (6 Marks)

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- (d) How can you use the following colour schemes in a display?
- i) Monochromatic. (2 Marks)
 - ii) Analogous (2 Marks)
- (e) Sketch a triangular format implemented in mannequin grouping for display, include props. (6 Marks)

[TOTAL MARKS=30]

QUESTION 4

- (a) Explain the **five (5)** benefits of studying the Visual Merchandising course. (10 Marks)
- (b) Describe the following lighting systems in relation to visual merchandising.
- i) Fluorescent lighting (6 Marks)
 - ii) Incandescent lighting (6 Marks)
- (c) Discuss **four (4)** principles of visual merchandising in today's retail shops (8 Marks)

[TOTAL MARKS=30]