

1ST SEM. 2019/2020



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UNIVERSITY OF ESWATINI

FINAL EXAMINATION PAPER

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

COURSE CODE : **TAD207**

TITLE OF PAPER : **VISUAL MERCHANDIZING**

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

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

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

QUESTION 1 (COMPULSORY)

- a) Give **five (5)** reasons for shop owners to change the look on display windows. **(5 Marks)**
- b) State **five (5)** functions of the lighting systems in large retail shops. **(5 Marks)**
- c) How do the following exterior displays convey a store image?
- i) Signs **(5 Marks)**
 - ii) Marquees **(5 Marks)**
 - iii) Planters **(5 Marks)**
 - iv) Banners **(5 Marks)**
- d) Compare the following types of displays used by visual merchandisers:
- i) Closed displays. **(5 Marks)**
 - ii) Open displays. **(5 Marks)**

[TOTAL MARKS=40]**QUESTION 2**

- a) Describe the following types of window displays found in different shops
- i) Shadow box. **(5 Marks)**
 - ii) Corner windows. **(5 Marks)**
 - iii) Open back windows. **(5 Marks)**
- b) Give **five (5)** essentials in successful visual merchandise. **(5 Marks)**
- c) Explain **six (6)** factors that entice customers to become loyal customers in a shop. **(6 Marks)**
- d) State **four (4)** reasons retailers use alternative mannequins instead of realistic mannequins. **(4 Marks)**

[TOTAL MARKS=30]**QUESTION 3**

- a) Describe texture as a merchandising strategy of a clothing line. **(8 Marks)**
- b) Describe the characteristics of the following materials used in production of mannequins.
- i) Polystyrene **(4 Marks)**
 - ii) Wood **(4 Marks)**
 - iii) Fibre glass **(4 Marks)**

- c) Briefly explain the benefits of studying the Visual Merchandising course.

(10 Marks)

[TOTAL MARKS=30]

QUESTION 4

- (a) Explain **three (3)** ways in which symmetrical and asymmetrical balance is achieved in a display. Include sketches in your answer.

- i) Symmetrical balance. (5 Marks)
- ii) Asymmetrical balance. (5 Marks)
- iii) Sketches (5 Marks)

- (b) Describe the use of the following materials to enhance displays in retailing.

- i) Masonite (5 Marks)
- ii) Oaktag (5 Marks)
- iii) Wood (5 Marks)

[TOTAL MARKS=30]