

2<sup>nd</sup> SEM. 2011/2012



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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

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

**COURSE CODE:** **TADM 403**

**TITLE OF PAPER:** **APPAREL AND TEXTILE  
MERCHANDISING**

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

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

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**QUESTION 1 [Compulsory]**

- a) There are different types of display and display settings. Briefly describe the following five (5) store interior display types and their functions.

- i) Island displays
- ii) One-item display
- iii) Counters and display cases
- iv) Enclosed displays
- v) 100-Percent traffic area displays

[20 marks]

- b) Differentiate between symmetrical and asymmetrical balance and explain how each can be achieved in a visual display. Provide a sketch to illustrate the differences between the two elements.

[14 marks]

- c) Explain the difference between the use of a draper and hanger in display.

[6 marks]

**[Total marks = 40]**

**QUESTION 2**

- a) Compare and contrast open-back and closed-back windows. What are the advantages of each type?

[10 marks]

- b) List five (5) purposes of visual merchandising and describe a display that would fulfill each of these purposes.

[15 marks]

- c) Define composition as pertaining to visual merchandising and display.

[5 marks]

**[Total marks = 30]**

**QUESTION 3**

- a) How can contrast be achieved in display using texture, colour and line? Support your answer with use of illustrations.

[12 marks]

- b) Briefly explain how a mannequin can be a store's "silent salesperson".

[6 marks]

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- c) The following are three (3) of some of the types of display settings. Briefly explain each one of them to show their differences.

- i) Institutional
- ii) Realistic
- iii) Environmental

[12 marks]

**[Total marks = 30]**

**QUESTION 4**

- a) Briefly describe the four (4) major types of exterior store windows and provide an advantage and disadvantage of each type.

[16 marks]

- b) Various alternatives to mannequins are now used in visual merchandising and display. The following are alternatives to mannequins display techniques. Briefly describe each one of them and explain when you can use:

- i) Lay-down techniques
- ii) Pinup techniques
- iii) Flying techniques

[12 marks]

- c) Explain a man's suit form for use in visual merchandising.

[2 marks]

**[Total marks = 30]**