

2nd SEM. 2012/2013

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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 **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) Line is a direction, and a major part of a composition. List and briefly describe the **four (4)** types of lines and illustrate how you can use them and also indicate what effect they give to the visual merchandising display.

(20 Marks)

- b) Define the following terms as they pertain to visual merchandising and indicate their importance
- Planogram
 - Shoulder-out presentation
 - Face-forward presentation
 - Impulse-orientated displays
 - Waterfall

(20 Marks)

[Total Marks =40]

QUESTION 2

- a) What are inflatables and how are they frequently used to display merchandise?
- b) What type of merchandise is best displayed using shadow box windows? Give specific examples.

(5 Marks)

(5 Marks)

- c) Briefly describe the listed types of mannequins highlighting their differences and how they are used to display merchandise.
- Realistic mannequins
 - Semi-realistic mannequins
 - Angled mannequins

(12 Marks)

- d) Cite **four (4)** ways of using light effectively in visual merchandising display.

(8 Marks)

[Total Marks = 30]

QUESTION 3

- a) What is visual merchandising?

(2 Marks)

b) List the **seven (7)** objectives of visual merchandising.

(7 Marks)

c) With reference to the **three (3)** illustrations (**Fig. 1, Fig. 2 and Fig 3**) state the type of each fixture and describe their differences and similarities; advantages and disadvantages in their use in visual merchandising.

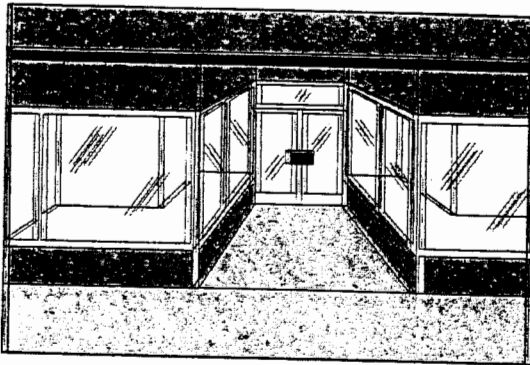


Fig. 1

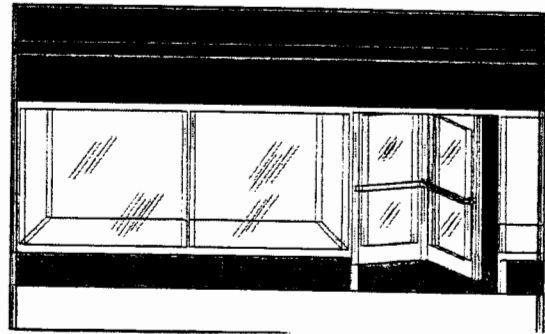


Fig. 2

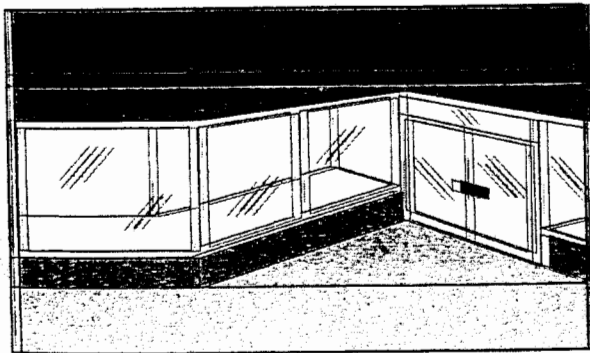


Fig. 3

(21 Marks)

[Total Marks = 30]

QUESTION 4

a) Define prop as used in visual merchandising. Give **three (3)** examples of inexpensive props which you can use to enhance merchandise presentation.

(10 Marks)

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- b) Describe a display that effectively combines any **three (3)** of the attention-getting devices. Include in your descriptions the display location within the store, the merchandise, and the props that you will select.

(12 Marks)

- c) Describe how window display and the store exterior convey a store's character and image.

(8 Marks)

[Total Marks = 30]