

240



2nd SEM. 2014/2015

PAGE 1 OF 3

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) There are different types of display and display settings. Briefly describe the following **five (5)** store interior display types and their functions.
- i) Line-of-goods displays
 - ii) One-item display
 - iii) Realistic setting
 - iv) Environmental setting
 - 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 an “island window” and a “shadow box” window as used in display.

(6 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) List **five (5)** purposes of visual merchandising and describe a display that would fulfill each of these purposes.
- (15 Marks)**
- b) State and briefly describe the **five (5)** criteria to be considered in selecting a fixture to use on the selling floor.

(15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Name and briefly explain the **three (3)** advantages that retail exterior window awnings can provide.
- (6 Marks)**
- b) All displays are made up of the same components, which are designed to give a pleasing visual impression. Briefly describe the important aspects a visual merchandiser should observe in relation to the following main components of all fashion displays:
- i. merchandise

- ii. lighting
- iii. props, and
- iv. signs.

(24 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Presentation of merchandise assists customers in seeing items and making choices. Briefly describe the following fixtures used to display merchandise to show their difference in structure and use:

- i. C-rack
- ii. Four-way rack
- iii. T-stand
- iv. Waterfall
- v. Slatwall units
- vi. Costumer

(18 Marks)

- b) Define the term “planogram” as it relates to visual merchandising and indicate **two** (2) of its advantages.

(6 Marks)

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

(6 Marks)

[TOTAL MARKS = 30]