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2nd SEM. 2015/2016

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UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER

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

COURSE CODE : **TADM 403**

TITLE OF PAPER : **VISUAL MERCHANDISING**

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

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

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 (COMPULSORY)

- a) What is visual merchandising?
(5 Marks)
- b) Critique the following visual merchandising plan presented by a freelance visual merchandiser engaged to visually display eye wear merchandise for a new optometric shop situated at The Gables. Clearly highlight good points and areas that need improvement in the plan.

Visual Merchandising plan: Rigid displays as opposed to flexible displays will be used, in the form of frame boards and frame bars. This will be against a black backdrop that has three big mirrors which effectively reflect the displayed merchandise.

- (15 Marks)
- c) Briefly describe the different vertical height levels/zones for product displays in relation to jewellery displays. In your descriptions, state and justify whether each height zone is effective for jewellery displays.
(12 Marks)
- d) Cite and describe ways in which light is effectively used in visual merchandising displays.
(8 Marks)

[TOTAL MARKS = 40]

QUESTION 2

- a) What are inflatables and how are they frequently used to display merchandise?
(5 Marks)
- b) In a bid to boost sales and avert the imminent closure of a jewellery boutique, advise the owner on how she can effectively use display principles for showcases to improve sales.
(10 Marks)
- c) Briefly describe each of the following common retail store design mistakes.



A



B



C

(15 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- a) Demonstrate how **two (2)** elements of design and **two (2)** principles of design of your choice can be efficiently used in window displays to draw customers into a shop.

(16 Marks)

- b) What type of merchandise is best displayed using shadow box windows? Give specific examples.

(2 Marks)

- c) Briefly describe the listed mannequins highlighting their differences and how they are used to display merchandise.

- i) Realistic mannequins
- ii) Semi realistic mannequins
- iii) Abstract mannequins

(12 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- a) Using fairy tales as window themes to reflect the magical aspects of the holidays and celebrate the story heroines briefly explain how you would interpret a "Snow White" themed window display with a contemporary flair. In your interpretation of the theme, clearly highlight the props, lighting, fixtures and colours and their suitability for the theme.

(12 Marks)

- b) A store owner wants to ensure that the shop environment is welcoming and relaxing to the customers by enhancing the shop ambience. Discuss the components of setting overall ambience in the store that she can concentrate on.

(12 Marks)

- c) Briefly explain the role of architecture in visual merchandising. Give examples to qualify your answer.

(6 Marks)

[TOTAL MARKS = 30]