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1st SEM. 2016/17

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

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

COURSE CODE : TAD207

TITLE OF PAPER : VISUAL MERCHANDISING

TIME ALLOWED : TWO (2) HOURS

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

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GRANTED BY THE CHIEF INVIGILATOR**

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QUESTION 1 (COMPULSORY)

- (a) Explain colour and texture design tools as merchandising strategies, and describe how they can be used in visual displays.
(10 Marks)
- (b) Define visual merchandising and explain its importance in the retail industry.
(10 Marks)
- (c) Merchandise can be presented in different floor fixtures for customers to select from. Briefly describe the following floor fixtures and show their difference and use:
- i) Round bins
 - ii) Cubes
 - iii) Round or C racks
 - iv) Super quad feature
 - v) Furniture fixtures

(5 X 4 = 20 Marks)
[TOTAL MARKS = 40]

QUESTION 2

- (a) What guiding principles can you use for your visual displays to be effective?
(5 Marks)
- (b) Differentiate between **three (3)** different floor spaces in a shop.
(9 Marks)
- (c) Discuss the **three (3)** different store fronts exteriors you may have for your outlet.
(15 Marks)
- (d) Explain what a marquee is.

(1 Mark)
[TOTAL MARKS = 30]

QUESTION 3

- (a) Briefly describe how you would stage a visual display for an incoming stock of tommies (slippers) and what sort of setting would you suggest?

(15 Marks)

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

- i) Realistic setting
- ii) One item display
- iii) Environmental setting
- iv) Related merchandise display
- v) Product line display

(5 X 3 = 15 Marks)

[TOTAL MARKS = 30]

QUESTION 4

- (a) Differentiate between the **four (4)** different floor layout plans one may choose from for a shop. Include an illustration for each layout plan.

(4 X 6 = 24 Marks)

- (b) Merchandise can be displayed using mannequins of mannequin alternatives. Briefly explain **three (3)** alternatives you would use in your start up shop down town Manzini.

(6 Marks)

[TOTAL MARKS = 30]