

288

2nd SEM. 2016/17



PAGE 1 OF 3

**UNIVERSITY OF SWAZILAND
FINAL EXAMINATION PAPER**

PROGRAMME : **BACHELOR OF SCIENCE IN
TEXTILES APPAREL DESIGN AND
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) A merchandising strategy guides how you organise your visual displays. Explain how contrast and emphasis and balance design tools can guide you and what effect would they have as merchandising strategies. (12 Marks)
- (b) For the visual display to have the desired effect, one should adhere to principles of visual merchandising. Describe the principles and elements necessary to put up an effective visual display. (12 Marks)
- (c) As a visual merchandiser you have to be resourceful. What can compel you to use alternatives mannequins? Briefly describe **four (4)** alternatives you can use in your displays. (12 Marks)

(4 + 12 = 16 Marks)
[TOTAL MARKS = 40]

QUESTION 2

- (a) Lighting plays a critical role in a visual display. What are the functions of lights in a display and discuss the following **three (3)** types of lighting systems and their purpose in a retail type of set up:
i) Fluorescent lights
ii) Incandescent lights
iii) Halogen lights (6x3 = 18 Marks)
- (b) You have been hired by Legit as a Visual Merchandiser. How would you set up your work space and maintain it to reflect an organised personality. (12 Marks)

[TOTAL MARKS = 30]

QUESTION 3

- (a) As a new visual merchandiser, you have been given an assignment to plan a visual display for the last quarter in the year. How would you start planning for the display and describe the points to consider executing for the display? (5+13=18 Marks)
- (b) Props are usually used in making displays. What are they and what types of props would you use to serve what purpose? State the tips you would follow in propping your display. (12 Marks)

[TOTAL MARKS = 30]

290

QUESTION 4

- (a) Differentiate **three (3)** floor layout plans one may choose from for the shop floor. Include an illustration for each layout plan.

(3x4 = 12 Marks)

- (c) For the assigned task in Question 3 above, describe the kinds of displays and display techniques you may experiment with.

(10 + 8 = 18 Marks)
[TOTAL MARKS = 30]