



**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN  
TEXTILE APPAREL DESIGN and  
MANAGEMENT TADM YEAR III**

**COURSE CODE : TADM 403**

**TITLE OF PAPER : APPAREL AND TEXTILE  
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**

- A. Describe the role of visual merchandising in retailing today.  
[2 marks]
- B. List **five** purposes of visual merchandising and describe a display that would fulfill each of these purposes.  
[15 marks]
- C. What are the **three** major types of lines used in display? Briefly describe how you can use them effectively in merchandise presentation.  
[18 marks]
- D. Define composition as pertaining to visual merchandising and display.  
[5 marks]
- [Total marks = 40]

**QUESTION 2**

- A. Discuss **five** creative sources that a retailer may use to engage their visual merchandiser so as to enhance creativity in display and visual merchandising.  
[10 marks]
- B. What would you consider as guidelines for implementing presentation ideas in visual display for multiple-unit retailers versus one-of-a kind stores?  
[6 marks]
- C. Briefly describe a man's suit form for use in visual merchandising.  
[5 marks]
- D. Discuss how you can creatively display a pair of pants with a jacket on a suit form.  
[9 marks]
- [Total marks = 30]

**QUESTION 3**

- A. There are different types of display and display settings. State and briefly describe examples of each of the following displays with regards to display settings encompassed.
- i) a one-item display
  - ii) line-of-goods display
  - iii) related merchandise display, and
  - iv) variety displays
- [20 marks]

**B.** How can contrast be achieved in display using texture, colour and line?

[ 10 marks]

**[Total marks = 30]**

**QUESTION 4**

**A.** State and briefly describe each of the **five** major types of mannequins.

[15 marks]

**B.** Explain how a mannequin can be a store's "silent salesperson".

[5 marks]

**C.** There are many devices that can be use to attract the shopper's attention. List and briefly discuss **five** that you would consider to be very important.

[10 marks]

**[Total marks = 30]**