

1ST SEM. 2009/2010



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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

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

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**

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1

A. Briefly describe the following **four** store interior display types and their functions;

- i) Island displays
- ii) Counters and display cases
- iii) Enclosed displays
- iv) 100-Percent Traffic Area displays

[16 marks]

B. Various alternatives to mannequins are now used in visual merchandising and display.

- i) Why are alternatives to mannequins being used more frequently by stores? Give **five** examples and briefly describe how they may be executed for an effective merchandise presentation.

[15 marks]

- ii) What are inflatables and how are they most frequently used to display?

[5 marks]

C. State **two** cool colours. What types of customers are more attracted to cool colours?

[4 marks]

[Total marks = 40]

QUESTION 2

A. Differentiate between symmetrical and asymmetrical balance and explain how each can be achieved in a visual display. Provide a sketch to illustrate symmetrical and asymmetrical balance in merchandise display.

[14 marks]

B. What types of merchandise are best suited for presentation in display cases. Justify your answer with reasons.

[6 marks]

C. Cite **five** suggestions of using light effectively.

[10 marks]

[Total marks = 30]

QUESTION 3

A. Explain the proper relationship of textures in a display setting. How should textures be "balanced" in a display?

[8 marks]

- B. Describe how window display and the store exterior convey a store's character and image.
[8 marks]
- C. List the four major types of exterior store windows and provide an advantage and a disadvantage of each type.
[8 marks]
- D. What type of merchandise is best displayed using shadow box windows? Give specific examples.
[6 marks]
- [Total marks = 30]

QUESTION 4

- A. Why have MR16 and MR11 lamps gained favour in visual merchandising and display?
[8 marks]
- B. Compare and contrast open-back and closed-back windows. What are the advantages of each type?
[10 marks]
- C. Why might two people react differently to the same color? Give an example of two diverse reactions to the same colour.
[6 marks]
- D. Explain how graphics might be used to enhance a display of women's formal wear.
[6 marks]
- [Total marks = 30]