



Seat No. _____

H-FAFD06001

Bachelor of Design (Sem. VI) Examination

April - 2023

Fashion Design : FAFD06001

(Fashion Marketing & Retail) (Brands & Branding)

Time : Hours / Total Marks : **40**

- Instructions :**
- (1) Students are allowed to use any medium of colour and pencil to the applicable questions.
 - (2) Only Blue and Black pens are allowed for writing answers.

1 Attempt all questions : 25

- (1) What is Visual Merchandizing ? And what are the benefits and problems of VM ?
- (2) What are the elements of Visual Merchandizing ? Explain in brief.
- (3) What is Retail Merchandizing ? And what are the key factors that shaped the Fashion Retail Industry ?
- (4) What is Fashion Marketing ? What fashion marketers do ?

2 Fill in the blanks : 5

- (1) _____ is the “silent salesperson” for the retailer and must reflect your image.
- (2) A _____ is a picture of how various fixtures, shelves and walls will present your merchandize.
- (3) The type of merchandize determines its _____ in a store.
- (4) _____ is the art of displaying merchandize in a manner that is appealing to the eyes of the customer.
- (5) _____ and visual merchandizers use their design skills to help promote the image, products and services of businesses and other organizations.

3 Write true or false : **5**

- (1) In order to carry through your work as visual merchandiser, you need to acquire the related visual merchandizing skills.
- (2) Designing is the art of adding stuff and embellishments into a certain place or object to make it appealing to the eyes.
- (3) Like every other profession on their respective fields, there are technical terms and basic principles every visual merchandizer needed to know to become effective in visual merchandizing.
- (4) Understanding the role of a visual merchandizer will let you decide whether you really want to become a visual merchandizer.
- (5) Sameness (that's when retailers took and act alike) is a blessing for most stores.

4 Match the following : **5**

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|------------------------|-------------------------------------------------------------------------------------------------|
| (a) High Margin | (A) These are the unplanned purchases customers make on a shopping trip. |
| (b) Demand merchandice | (B) This merchandize is in hand of the store only for a shorter time. |
| (c) Impulse items | (C) To put the demanding product in the less valuable spaces and make them walk by other items. |
| (d) Seasonal stock | (D) To put the product in the best selling spaces of the store. |
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