

# School of Architecture and Design

Architecture  
ETE - Jun 2023

Time : 3 Hours

Marks : 50

## Sem VI - BDFD3006 - VISUAL MERCHANDISING

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Define visual merchandising and its role in creating a memorable shopping experience. K1 CO1 (2)
2. How can the use of fonts contribute to the overall visual impact of a store's signage and displays? K3 CO4 (2)
3. Explain the significance of color schemes in visual merchandising. Provide examples of how different color schemes can be used to evoke specific emotions or moods in displays. K2 CO3 (2)
4. Discuss the importance of graphics and signage in visual merchandising. K2 CO2 (2)
5. Describe the process of creating a window display for a luxury brand. K2 CO5 (2)
6. Elaborate on the concept and terminology of visual merchandising. Provide examples to support your explanation. K3 CO1 (5)
7. Discuss the role of mannequins in visual merchandising. How can mannequins be styled and positioned to showcase products effectively and inspire customer engagement? K4 CO2 (5)
8. Choose a specific season (e.g., summer) and design a window display for a clothing store. Describe the elements, colors, and props you would use to convey the theme effectively. K5 CO5 (6)
9. Discuss the impact of texture, line and composition in visual merchandising. How can these elements be utilized to create visually appealing and balanced displays? K4 CO3 (8)
10. Explain the role of photographs in visual merchandising. How can photographs be incorporated into displays to enhance storytelling and customer engagement? K5 CO4 (8)
11. Describe the process of creating a window display for a luxury brand. Discuss the importance of attention to detail, premium materials, and the overall aesthetic to convey the brand's image effectively. K4 CO5 (8)