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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester VI - 2020

Course Code : BDF309

Course Name : Sem VI - BDF309 - Visual Merchandising

Program : BDF

Date : 13-APR-2023

Time : 09:30AM - 11:00AM

Max Marks : 60

Weightage : 30%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. List the challenges of window displays. (CO1) [Knowledge]
2. What is storytelling in visual merchandising? (CO1) [Knowledge]
3. List any four outcomes of a good display. (CO1) [Knowledge]
4. List any four types of props. (CO1) [Knowledge]
5. List any four important materials used in window displays. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5 X 4 = 20M)

6. Discuss the need for merchandise management in detail. (CO1) [Comprehension]
7. Explain the role of empty spaces in store layout and design. (CO1) [Comprehension]

8. Explain any two types of display with suitable examples. (CO1) [Comprehension]
9. Explain the benefits of colour blocking. (CO1) [Comprehension]
10. Write a short note on exhibition display system. (CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

11. Develop a narrative for the store theme design based on the following details that must focus,
Focus - type of window, focal points, store interiors, and colour palette:
Targeted customers - adults (25 - 35 years)
Type of merchandise mix - formal wear and suiting
(CO1) [Application]
12. You are given the task of creating signages and displays for a newly opened kidswear store in your locality.
The targeted customers are mainly new-generation parents.
They love technology and staying updated with the changing trends.
They do not mind paying a premium cost for the exclusive products they buy.
What are the considerations made by you to design the different types of signages for this store and why?
(CO1) [Application]