

Roll No.

Total No. of Pages : 01

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B.Sc.(Fashion Design Knits) (Sem.-4)
VISUAL MERCHANDISING AND COMMUNICATION

Subject Code : BSCFDK-408

M.Code : 72826

Date of Examination : 19-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. FIVE questions to be attempted by the candidates selecting at least ONE question from EACH UNIT.
2. Each question will carry TWELVE marks.

UNIT-I

1. What are the common perception and objectives of visual merchandising?
2. Explain the importance of visual merchandising of knit textile for apparel and home.

UNIT-II

3. Explain the use of material and their usage for display and exhibit by making 3D Mood boards.
4. What do you mean by critique of mood boards and visual language for display?

UNIT-III

5. Explain the role of light and light fixtures as an important aspect of display and exhibition.
6. Elucidate the statement "*Light design and light fixture are the most important aspect of display and exhibition followed by field trip to local market for lighting fixture and illuminating device*".

UNIT-IV

7. Describe displays panels and compare promotional and institutional displays.
8. Discuss critique and evaluation of thematic window display in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.