

**MANIPAL ACADEMY OF HIGHER EDUCATION**  
**SECOND SEMESTER M.A. (FM) DEGREE EXAMINATION – APRIL 2018**  
**SUBJECT: MAFD 508 – VISUAL MERCHANDISING AND PACKAGING**

Monday, April 23, 2018

Time: 10:00 – 13:00 Hrs.

Max. Marks: 40

**✍ Answer any FOUR complete questions.**

1A. Explain the steps to be considered in designing a POP unit.

1B. Explain the different types of exhibits.

(5+5 = 10 marks)

2A. Create a fashion accessory display around a beach chair and umbrella. Justify the same.

2B. Explain the type of fixture used to display different colored skirts coordinated with printed tops. Sketch and justify the fixture used by dominance of coordination.

(5+5 = 10 marks)

3A. Explain any two types of display that can use pinup technique of display.

3B. Explain any two types of display that can use flying technique of display.

(5+5 = 10 marks)

4A. What is line-of-goods display? Create and justify window display for the same.

4B. Explain different points to be considered in planning for window lighting.

4C. What is marquee, and how can it be used in visual merchandising.

(5+3+2 = 10 marks)

**5. Explain the use of following with reference to visual merchandising:**

5A. Balance

5B. Vertical lines

5C. Contrast

5D. Texture

5E. Colour

(2 marks × 5 = 10 marks)

