



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF ARTS IN APPAREL DESIGN WITH  
INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**ADT 348: PRINCIPLES OF MERCHANDISING II**

Date: 18<sup>th</sup> April, 2016

Time: 8.30 - 10.30 am

---

**INSTRUCTIONS:**

- This paper contains TWO sections, A and B
- Answer ALL questions from SECTION A in the answer booklet provided
- Answer ANY THREE questions from SECTION B.



## SECTION A (40 MARKS)

Answer **ALL** questions in this section in the answer booklet provided

- 1 a) Define the following terms
  - i) Fixture
  - ii) Décor
  - iii) Merchant
  - iv) Armoires
  - v) Fashion forward items (5 marks)
- b) Briefly explain the term visual merchandising (5 marks)
- c) Briefly express the use of proportion in visual merchandising (3 marks)
2. Suggest four (4) reasons for a centralized execution of visual merchandising plans by chain organizations (4 marks)
3. a) Differentiate between the selling areas and the sales support areas of a store's interior (2 marks)
- b) Identify six (6) spaces that encompass the selling areas of a store (3 marks)
- c) Designate five (5) objectives that interior displays should meet (5 marks)
- d) Specify three (3) types of mannequins (3 marks)
4. ai) Define the term beam spread (1 mark)
  - ii) Propose four (4) desired effects that beam spread techniques can create (4 marks)

b) Briefly explain the use of The Island Window in visual merchandising

(5 marks)

### SECTION B (30 MARKS)

Answer **ANY THREE QUESTIONS** from this section in the answer booklets provided. Begin each question on a new page

4. Portray in detail the use of the following fixtures in a store

a) Capacity fixtures (5 marks)

b) Feature fixtures (5 marks)

5. "Wall areas are very important for merchandise arrangement because the customer focuses on them immediately after getting into the store" Discuss

(10 marks)

6. a) Define the term "props" (2 marks)

b) Explain in detail the use of "props" in interior displays (8 marks)

7. You are the person in charge of visual merchandising in a large store. Describe in detail how you would make use of mannequins and forms (10 marks)

8. Expound in detail the role of signage in visual merchandising (10 marks)