

TM211830TR

Reg. No :

Name :

MASTER'S DEGREE (C.S.S.) EXAMINATION, NOVEMBER 2021
[2021 Admissions Regular and 2020 Admissions Improvement & Supplementary]
SEMESTER I - CORE COURSE (FASHION DESIGNING)
FD1C02TM20 - FASHION ADVERTISING AND VISUAL MERCHANDISING

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Define advertising media selection with examples.
2. Define fashion advertising.
3. What is transformational advertisement?
4. What is visual merchandising?
5. Write any visual merchandising seen in any one of the retail outlets in Ernakulam.
6. Define window display.
7. What are realistic mannequins?
8. Write about one item display.
9. What are location signs? Give examples.
10. What are institutional signs? Give examples.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Write about ethical advertising.
12. Explain the diffusion innovation theory.
13. What are types of advertising agencies?
14. Explain the techniques to measure advertising effectiveness.
15. Explain the visual merchandising seen in any one of the department stores in Ernakulam.
16. Explain the uses of mannequins.
17. Write about use of schemes in displays.
18. What are the important points to be kept in mind while installing signage?

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Discuss in detail the history of advertising.
20. Write in brief on the various themes that are seen in the shops of Ernakulam for window display.
21. Write about preparation of a display design.
22. Visual merchandising makes a passive looker into an active buyer - Explain.