



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1334 VISUAL MERCHANDISING AND DISPLAY**
Semester & Year : January – April 2022
Lecturer/Examiner : Sheau Huey
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer all FOUR (4) short essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 5 (Including the cover page)

PART B : SHORT ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

1. Discuss **FIVE (5)** types of mannequins that can be applied in a fashion boutique store.
[Total: 20 marks]

2. In view of visual merchandiser, describe **FIVE (5)** principles of designs that should be focus in setting brick and mortar.
[Total: 20 marks]

3. Explain in details **FIVE (5)** types of lighting that can be considered by a retailer when designing a retail outlet.
[Total: 20 marks]

4. Discuss **FIVE (5)** types of graphics commonly used as a visual merchandising tools.
[Total: 20 marks]

END OF EXAM PAPER