



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **DRL2401 VISUAL MERCHANDISING AND DISPLAY**
 Semester & Year : January - April 2017
 Lecturer/Examiner : Wong Siew Fong
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- 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 FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 of Hospitality 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 of Hospitality.

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

PART B

: SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S)

: Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. a) Define Visual Merchandising in a retail environment. [2marks]
b) Explain the **SEVEN (7)** principles of design used in Visual Merchandising & display. [14 marks]

2. a) Analyze why Colors is such an important element in Visual Merchandising?
Provide **TWO (2)** explanations. [8 marks]
b) Discuss the **FOUR(4)** color scheme variations often used to enhance onto Visual Merchandising and Display [8 Marks]

3. a) Demonstrate your understanding why some of the errors commonly occurred in display? [8 Marks]
b) Explain **FOUR (4)** common errors. [8 Marks]

4. a) Explain the four types “exterior presentation” of a retailer in the context of Visual Merchandising. [8marks]
b) Describe **FOUR (4)** methods the display can be improved by a Visual Merchandiser? [8 Marks]

5. a) Describe **TWO (2)** difference s between visual merchandising and display. [8 Marks]
b) Explain why Visual Merchandising and Display are important to retailing business? [8 marks]

END OF EXAM PAPER