



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DRL 2401 VISUAL MERCHANDISING & Display**
Semester & Year : MAY - AUGUST 2016
Lecturer/Examiner : WONG SIEW FONG
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer 20 multiple choice questions. Answers are to be written in the Answer Booklet provided.
PART B (80 marks) : Answer FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 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.

PART B : **SHORT ANSWER QUESTIONS (80 MARKS)**
INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Define the concept of Visual Merchandising in a retail environment such as a Department store. [4marks]
- a) Explain the **FOUR (4)** Principles of Visual Merchandising [12 marks]
- [Total: 16 marks]**
2. Discuss **FOUR (4)** Exteriors Presentation of a Retailer. [8 marks]
- a) Describe how the **FOUR (4)** areas can be improved by a Visual Merchandiser? [8 marks]
- [Total: 16 marks]**
3. a) How does smell impact customers' mood and emotions? [6 marks]
- b) Describe **TWO (2)** key areas that lightings can create store ambiance. [10marks]
- [Total: 16 marks]**
4. a) Draw and describe **TWO (2)** types of store designs used by retailers. [10 marks]
- b) Explain **TWO (2)** important reasons why retailers practice vertical merchandising. [6 marks]
- [Total: 16 marks]**
5. Explain **FOUR (4)** of the graphics commonly used to enhance onto customers shopping experience in a shopping environment. [8 marks]
- a) Provide **FOUR (4)** examples of the categories [8 marks]
- [Total: 16 marks]**

END OF EXAM PAPER

