

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

 Subject Code & Name : **DRL 2401 VISUAL MERCHANDISING AND DISPLAY**

Semester & Year : January – April 2016

Lecturer/Examiner : MS WONG SIEW FONG

Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.

PART B (80 marks) : Answer FOUR (4) Structural essay 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.

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 : STRUCTURAL ESSAY QUESTION (80 MARKS)

INSTRUCTIONS : Answer FOUR (4) Structural essay questions. Answers are to be written in the Answer Booklet provided.

1. State and briefly explain the **FOUR (4)** elements of design. Explain briefly onto each of the **FOUR (4)** elements. (20 Marks)
2. A) Why is the right use of colors so important to Visual Merchandising & Display? B) Identify **FOUR (4)** types of Color scheme often used in setting up displays. (20 Marks)
3. Identify **TWO (2)** main benefits of store design? Name 2 types of store layouts and explain briefly. (20 Marks)
4. A) Describe the four areas of “interior presentation” of a retailer? B) Explain how can a Visual Merchandiser display such areas effectively? (20 marks)
5. Describe why lighting is so important in visual merchandising and in creating the right shopping atmosphere. Identify the **THREE (3)** types of lightings often used in display. (20 Marks)
6. Describe why mannequin is one of the important props used in Visual Merchandising? Identify the **FOUR (4)** important reasons for using mannequins. (20 Marks)

THE END