



Private & Confidential

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student Name(in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL 1334 Visual Merchandising and Display**  
Trimester & Year : May – August 2018  
Lecturer/Examiner : Wong Siew Fong  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (80 marks) : FIVE (5) short answers 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 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.

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

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1. a) Define the concept of Visual Merchandising in a retail environment. [6 marks]  
b) Explain the **FOUR (4)** Elements of Visual Merchandising [10 marks]  
**[Total: 16 marks]**
2. a) Name **FOUR (4)** exterior presentations of a retailer. [8 marks]  
b) Describe how the above exterior presentations 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 how lightings can create store ambience. [10 marks]  
**[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. a) Explain **FOUR (4)** types of signage used to enhance customers’ shopping experience? (8 Marks)  
b) Provide the **FOUR (4)** color schemes commonly used in Visual Merchandising. (8 Marks)  
**[Total: 16 Marks]**

**END OF EXAM PAPER**