



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND TECHNOLOGY EDUCATION
DEPARTMENT OF ART, DESIGN AND TECHNOLOGY EDUCATION
PDT6193 VISUAL MERCHANDISING AND DISPLAY

Main Examination Paper
November 2024

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special requirements: None
Examiner's Name: Dr. F. Sebele

INSTRUCTIONS

1. Answer question **ONE** and any **THREE** questions.
2. All questions carry equal marks.
3. Begin each question on a fresh page and put all parts of the same question together.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25
TOTAL	100

QUESTION 1

A company's active sportswear line is entering the decline stage of its life cycle. Examine **three** visual merchandising strategies that could be used to increase its marketability.

QUESTION 2

As a marketing manager for a new fabric company, discuss how you would apply the AIDA theory to develop a campaign that persuades consumers to use eco-friendly fabrics.

QUESTION 3

Develop a product content optimisation strategy to increase visibility and sales when launching a new fashion brand online.

QUESTION 4

Evaluate the effectiveness of the Delphi technique in predicting colour trends in the fashion industry.

QUESTION 5

A boutique owner wants to incorporate digital elements into their visual merchandising strategy. Discuss the benefits and challenges of integrating digital displays into the store's visual merchandising.