

TEST QUESTIONS TO ACCOMPANY:

Visual Merchandising 3rd edition by Tony Morgan

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This series of test questions, created by Professor Anne Cecil to accompany *Visual Merchandising*, provides multiple-choice, fill in the blank, short answer, matching and essay/discussion questions based on the text and arranged by chapter. A separate answer key is available.

Section One: The History of Visual Merchandising

Multiple-choice

1. The technological advance(s) from the 1840s that influenced visual merchandising was:
 - a. cast iron construction
 - b. plate glass pane construction
 - c. cast concrete construction
 - d. all of the above
 - e. none of the above

2. The first department store was:
 - a. Bloomingdale's
 - b. Macy's
 - c. Le Bon Marché
 - d. Selfridges
 - e. Harrods

3. Selfridges was the first department store to:
 - a. leave window lights on at night
 - b. include a soda fountain
 - c. include a silence room
 - d. all of the above
 - e. none of the above

4. The visual merchandiser's PRIMARY task is to:
 - a. place new arrivals on the selling floor
 - b. clean and primp the sales floor throughout the day
 - c. communicate a fundamental message to the public
 - d. all of the above
 - e. none of the above

5. The latest challenge to retailers is:
 - a. the Internet
 - b. poor customer service
 - c. discounters
 - d. all of the above
 - e. none of the above

6. The retailer's PRIMARY job is:
 - a. to sell merchandise and ensure a positive overall experience
 - b. to greet customers and maintain the sales floor
 - c. to buy merchandise and determine placement on the selling floor
 - d. all of the above
 - e. none of the above

Short answer

1. Discuss the importance of Terence Conran in visual merchandising.

Essay/discussion

1. Discuss the changes in visual merchandising since the 1990s. How have super-brands influenced display practices? What techniques are used? How has the influence disseminated through all levels of retail?

Section Two: The Role of a Visual Merchandiser

Multiple-choice

1. The visual merchandiser's role is to increase sales in the first instance by:
 - a. laying out floors of new-season merchandise
 - b. attracting shoppers into the store through the power of the window display
 - c. redesigning the signage
 - d. all of the above
 - e. none of the above
2. According to the text, the challenges of visual merchandising include:
 - a. long hours, opinionated colleagues and public, tight deadlines
 - b. low budget, unsupportive management, understaffing
 - c. holiday working, insufficient signage, insufficient studio space
 - d. all of the above
 - e. none of the above
3. The skills one needs to move from a junior to senior visual merchandising role are:
 - a. communication and managerial skills
 - b. budget management
 - c. window concept development
 - d. all of the above
 - e. none of the above
4. The visual merchandising structure in a typical department store or large multiple retailer is often split into two:
 - a. creative team and visual merchandising team
 - b. creative team and graphic design team
 - c. visual merchandising team and prop makers
 - d. none of the above
5. In a multiple chain store environment the visual merchandising guidance and direction come from:
 - a. the individual visual merchandiser working in individual stores
 - b. the head office
 - c. the Regional Visual Merchandise Manager
 - d. all of the above
 - e. none of the above
6. Outfit building is:
 - a. the repositioning of fixtures for seasonal collections
 - b. the plan of how a store's linear space will be merchandised
 - c. the placing together of specific merchandise to create an entire look
 - d. all of the above
 - e. none of the above
7. Self-employed visual merchandisers are often called:
 - a. display stylists
 - b. window dressers
 - c. freelancers
 - d. all of the above
 - e. none of the above
8. The best way to achieve a successful visual merchandising plan is to:
 - a. respond to market trends to generate immediate sales
 - b. develop a structured, achievable plan within budget constraints
 - c. change windows frequently
 - d. all of the above
 - e. none of the above

Fill in the blank

1. _____ are an essential ingredient in an eye-catching window.
2. An _____ will liaise with the buying teams to ensure that the latest products are easily identifiable at the click of a mouse.

Essay/discussion

1. Discuss the typical department store visual merchandising career path. What are the responsibilities at each level? Who supports the visual merchandising team in a department store model?
2. Compare and contrast the role of the visual merchandiser in department stores and multiple chain stores.

Section Three: Store Design

Multiple-choice

1. The three key players in store design are:
 - a. visual merchandiser, interior designer, architect
 - b. operations manager, visual merchandiser, architect
 - c. buyer, visual merchandiser, interior designer
 - d. buyer, store manager, visual merchandiser
 - e. operations manager, visual merchandiser, architect
2. Which traditional department store retailer introduced a futuristic store in 2003?
 - a. Macy's
 - b. Bloomingdale's
 - c. Selfridges
 - d. Nieman Marcus
 - e. Harrods
3. In addition to a wider selection of merchandise, a flagship store will usually have:
 - a. a more traditional design
 - b. less floor space
 - c. a larger budget for window displays
 - d. all of the above
 - e. none of the above
4. A pop-up shop is:
 - a. a permanent outlet in a department store
 - b. a shop that appears for a limited time in a temporary space
 - c. an independent store in the high street
 - d. all of the above
 - e. none of the above
5. Some of the most imaginative store designs can be found in:
 - a. Brazil
 - b. Russia
 - c. India
 - d. China
 - e. Japan
6. According to Richard Found of Found Associates, one of the most fundamental aspects of store design is:
 - a. colour
 - b. signage
 - c. lighting
 - d. all of the above
 - e. none of the above

Fill in the blank

1. The design of a store can help support _____ as well as underpin a successful _____.
2. According to Rebecca Farrar-Hockley of Kurt Geiger shoes: Good fixtures _____, allowing the products to _____.

Essay/discussion

1. Discuss the role and process of the architect in store design.
2. Discuss design innovations at the following: the Sony Centre in Tokyo, Japan; Bathing Ape in Japan; Burberry

in Regent Street, London: Corsa Como in Milan, Italy.

Section Four: Windows

Multiple-choice

1. A product-driven window is most likely to be the main type of window in a:
 - a. department store
 - b. multiple chain store
 - c. specialty boutique
 - d. all of the above
 - e. none of the above

2. _____ is/are of the utmost importance in any window display.
 - a. MDF floor panels
 - b. a secure door
 - c. a ceiling grid
 - d. all of the above
 - e. none of the above

3. The most economical way to carry a theme or scheme into a store is:
 - a. lighting
 - b. graphics/signage
 - c. mannequins
 - d. all of the above
 - e. none of the above

4. In general, a basic mix of _____ props to _____ merchandise is usually best.
 - a. $\frac{2}{3}$, $\frac{1}{3}$
 - b. $\frac{1}{4}$, $\frac{3}{4}$
 - c. $\frac{1}{2}$, $\frac{1}{2}$
 - d. $\frac{3}{4}$, $\frac{1}{4}$
 - e. $\frac{1}{3}$, $\frac{2}{3}$

5. A window focal point is best placed:
 - a. on the side walls
 - b. just above eye-level and off-centre
 - c. just below eye-level and off-centre
 - d. dead centre
 - e. high and centre

6. When in doubt about colour selection, always go for:
 - a. brighter or darker
 - b. lighter or brighter
 - c. chromatic hues
 - d. all tints
 - e. all shades

7. The most common and conventional placement for a sign is:
 - a. directly in front of the main group
 - b. near the ceiling
 - c. eye-level from the street
 - d. all of the above
 - e. none of the above

8. Descriptive tickets should:
 - a. list prices from top to bottom as arranged on the mannequin
 - b. be positioned to the right of the mannequin
 - c. never be handwritten
 - d. all of the above
 - e. none of the above

9. Window checks should occur:
 - a. once a day after store closing
 - b. once a day before store opening
 - c. once a day in the early morning and at the end of the day

- d. once a week before opening or after closing
- e. at tear down

Matching

Choose the one term that best identifies each description:
 a. arcade window b. scheme c. formal balance d. chromatic
 e. informal balance f. closed window g. theme h. tint
 i. prop j. value k. showcase window l. hue
 m. open-back window n. shade o. achromatic

- _____ 1. A colour with black added to it to make it darker.
- _____ 2. Asymmetry, various objects create even optical weight.
- _____ 3. Store entry door is set back from the windows.
- _____ 4. The topic of a window.
- _____ 5. A colour with white added to it to make it lighter.
- _____ 6. A theme adapted so each window is different.
- _____ 7. A window with no back wall, but it may have side walls.
- _____ 8. Objects that visually support the products for sale.
- _____ 9. High colour density.
- _____ 10. Symmetry, objects create a mirror image.
- _____ 11. Miniature windows placed at eye-level.
- _____ 12. The darkness or lightness of a colour.
- _____ 13. A large pane of glass at front with side walls, a back and a door.
- _____ 14. Low colour density.
- _____ 15. A name for pure colour.

Essay/discussion

1. Discuss the factors involved in selecting a window theme. How are chain stores specifically affected? How do products and perceived store image affect selection?
2. Name, define and discuss the six colour scheme variations.
3. Discuss the window installation process in detail. What sequence should the visual merchandiser follow? What tools are essential? How should the visual merchandiser compensate for various window types?
4. Discuss window lighting. What factors must be taken into account? What tips are offered by Paul Symes in the text?
5. Discuss vinyl machine cut signs. Why are they an advance over handwritten signs? How are they applied? What are the pros and cons of their use?
6. Discuss graphics as a common visual merchandising tool.
7. Discuss the purpose and development of a window calendar. Why would one use a calendar? How long in advance should planning occur? How should it be structured?

Section Five: In-store Visual Merchandising

Multiple-choice

1. The key to successful in-store visual merchandising is:
 - a. successful lighting
 - b. a successful floor layout
 - c. successful signage
 - d. all of the above
 - e. none of the above
2. When positioning products always place _____ first.
 - a. key brand and largest categories
 - b. sale items
 - c. basics and new arrivals
 - d. trend items
 - e. best sellers
3. The MAIN intention of all product display is to:

- a. present the store's fashion point of view
 - b. show the newest merchandise trends
 - c. inspire the customer to browse
 - d. all of the above
 - e. none of the above
4. In-store displays should be placed at:
- a. the front of the department
 - b. the back of the department
 - c. the end of sight lines
 - d. all of the above
 - e. none of the above
5. Retailers often place clearance merchandise:
- a. at the front of the store
 - b. at the back of the store
 - c. in a separate discount store
 - d. all of the above
 - e. none of the above
6. Directional in-store signs should:
- a. have an individual identity
 - b. be clear and simple to read
 - c. use short, punchy statements
 - d. all of the above
 - e. none of the above
7. Garment price tags should be located:
- a. through labels or seams
 - b. through button holes or zipper pulls
 - c. through the fabric
 - d. any of the above
 - e. none of the above
8. Shop floors are often lit overall with _____.
- a. incandescent lights
 - b. high intensity discharge lights
 - c. fluorescent strip lighting
 - d. all of the above
 - e. none of the above
9. A retailer's website is paramount in engaging the shopper because:
- a. customers no longer visit stores
 - b. the shopping experience now starts online
 - c. it is a demonstration of a brand's innovation
 - d. all of the above
 - e. none of the above

Matching

Choose the one term that best identifies each description:

- a. product adjacencies b. footfall c. sight-lines
- d. banners e. virtual store f. add on sales
- g. mid-floor fixture h. hot shop i. design directives
- j. graphic k. vendor fixture l. concept shop
- m. capacity rails n. slat wall o. point of sales
- p. gondola

- _____ 1. Signs that are usually hung above walkways.
- _____ 2. A retail outlet computer modelled in 3 dimensions.
- _____ 3. A fixture for home and food – rectangular with shelves on all sides.
- _____ 4. Imaginary lines that lead the customer to certain areas of specific product.
- _____ 5. A fixture designed to show many options of garments and large amounts of stock.
- _____ 6. A space that encourages a customer to shop topical products by trend or look.
- _____ 7. Panels of wood that are fixed directly on the wall for product display.

- _____ 8. Sales driven by sales staff.
- _____ 9. A free-standing fixture.
- _____ 10. The route a customer walks through the store.
- _____ 11. Seasonal design guides sent to retailers to ensure brand consistency.
- _____ 12. A fixture supplied by the vendor as a branded product fixture.
- _____ 13. Which products sit next to each other.
- _____ 14. A print incorporating both image and text.
- _____ 15. Items located at or near the sales till.
- _____ 16. A special shop design with specific product in mind, bespoke fixtures, and strong branding and graphics.

Essay/discussion

1. Define and discuss the platinum, gold, silver and bronze areas of the store. What items should be placed in each and why?
2. Compare and contrast the basic principles of product handling.
3. Discuss the prepping of both fashion and non-fashion merchandise as presented in the text.
4. Outline how, according to Tom Phelan of Colorset, modern technology has affected the production of retail graphics.
5. Discuss the components of setting overall ambience in a store.
6. Discuss how retailers are using new technology in their stores to enhance the way customers shop.

Section Six: Mannequins

Multiple-choice

1. The most effective tool to present fashion trends is:
 - a. props
 - b. signage
 - c. mannequins
 - d. all of the above
 - e. none of the above
2. When purchasing mannequins a visual merchandiser needs to consider:
 - a. what they will be used for
 - b. where they will be used
 - c. if their poses are suitable for the clothing they will wear
 - d. all of the above
 - e. none of the above.
3. The average body size for a mannequin purchased in the UK is:
 - a. 8
 - b. 14
 - c. 12
 - d. 10
 - e. none of the above
4. Full face/make-up renovation for mannequins costs approximately:
 - a. £175/\$280
 - b. £80/\$130
 - c. £400/\$640
 - d. £200/\$320
 - e. £700/\$1125

Essay/discussion

1. Discuss the development of the mannequin from the fifteenth century to the 1960s.
2. Trace the steps taken to dress a mannequin in menswear and womenswear.

Section Seven: The Visual Merchandiser's Studio

Short answer

1. List the appropriate equipment which should be included in a visual merchandiser's studio.
2. List and define the tools which should be included in a visual merchandiser's tool box.
3. Discuss the health and safety checklist for windows, in-store displays and fixtures.