

BBA IN RETAILING

Term-End Examination

December, 2013

**BRL-012 : VISUAL MERCHANDISING AND
STORE MANAGEMENT**

Time : 2 hours

Maximum Marks : 50

*Note : Attempt **any five** questions. All questions carry equal marks.*

1. Define visual merchandising. Explain the essential features of visual merchandising with examples. 3+7
2. What is the use of lighting for a retail store ? Describe the types of sources of lighting. 4+6
3. Explain in brief the various types of display setting. Describe the different types of errors that occur while planning to display the merchandise in a retail store. 5+5
4. What is meant by a colour wheel? Describe the rules of colour that can improve the display. 4+6
5. What do you understand by fixtures? Explain different types of fixtures used in a retail store with examples. 2+8

6. Discuss the floor plan with diagram and category of men's wear section. 4+6
7. Explain the concept of Kiosk : 6+4
- (a) State the guidelines that need to be followed while designing a kiosk.
 - (b) Explain concept of 'special events'.
8. Write short notes on **any two** of the following : 5+5
- (a) Facade
 - (b) Lighting
 - (c) Luxury Retailer
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