

00233

**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (M.Sc.VMCD)**

**Term-End Examination  
December, 2012**

**MFW-073 : STORE DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. "The store interior is planned to facilitate the delivery of the brand promise through in-store experience". Comment on the above statement giving examples. **10**
2. What information a Store Designer is required to collect to design a retail store? Justify your answer with examples. **10**
3. Design a store front for retailer of books and explain with example all the elements briefly. **10**
4. What are the challenges associated with store designing? Support your answer in detail with examples. **10**

5. What are the flooring alternatives to the store designer for retailer selling eye wear? Elaborate the alternatives in your answer giving examples. 10
  
  6. "Store fire protection devices are optional for any retailer to install". Comment in details on the above statement with examples. 10
  
  7. Explain briefly free flow and grid layout with diagram mentioning advantages and disadvantages of each. 10
  
  8. How a designer identifies product qualities? Give your answer with a diagram citing examples. 10
  
  9. What are the objectives of lighting a retail store? Write pointwise answer with examples justifying the objectives. 10
-