

01392

BBA IN RETAILING

Term-End Examination

June, 2016

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

Time : 2 hours

Maximum Marks : 50

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

1. What is visual merchandising ? Discuss essential features of visual merchandising. **3+7**
2. What do you mean by store layout ? Discuss in brief different types of store layout. **2+8**
3. (a) What do you mean by window displays ? Discuss in brief. **5+5**
(b) Explain the significance of "proportion".
4. Explain 'Fixtures'. How do fixtures create visual package ? Explain with the help of suitable examples. **3+7**
5. Give a comparative analysis of different retail format with respect to apparels. **10**

6. Explain the significance of Kiosks retailing in the context of Indian market. **10**
7. Is visual merchandising important for Food Courts? Justify. **10**
8. Write notes on **any two** of the following : **5+5**
- (a) Elements of Visual Merchandising
 - (b) Importance of Clove lighting and Track lighting
 - (c) Façade Signage
 - (d) Benefits of Micro Space Planogramming
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