

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

Term-End Examination

December, 2013

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. What is store design ? Why is store designing important ? **10**
2. "While merchandise overlaps from one store to the other, it is the customer's shopping experience which gives a competitive edge in the retail market and secret of the retailer's success". How store designing helps in providing that competitive edge to the retailer ? Give examples. **10**
3. How a store designer determines lighting criteria ? Explain in detail. **10**
4. Design a store front for a retailer selling candies and explain its elements briefly. **10**

5. As a store designer what layout would you recommend for a book store, explaining with the help of a diagram ? 1
 6. What are different types of floor fixtures ? Support your answer with drawings. 1
 7. What is the difference between flexibility of store fixture and flexibility of store layout ? Explain in detail. 10
 8. How a store designer will select the display techniques for products ? Discuss in detail. 10
 9. Describe in detail the role of an architect , a planner, a visual merchandiser and an Interior designer in store designing. 10
 10. "Every element in the store should be customized in order to bring differentiation". Comment giving examples. 10
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