

00926

**M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)**

**Term-End Examination  
December, 2012**

**MFM-042 : VISUAL MERCHANDISING AND  
STORE INTERIORS**

*Time : 3 hours*

*Maximum Marks : 100*

---

*Note : Section-1 is compulsory. Section-2 Attempt any four questions. Each question carries 20 marks.*

---

**SECTION - 1**

**(Compulsory Question)**

1. Answer the following briefly. *Do any five.* **5x4=20**
- (a) List down the cool and warm colours.
  - (b) What is the difference between marquees and awnings ?
  - (c) List down the objectives of store design
  - (d) Write down any of the four things that one needs to consider while selecting fixtures for a store.
  - (e) How is sound an important store design tool ?
  - (f) What is a flying display ?

## SECTION - 2

Answer *any four* of the following questions.

2. Discuss some of the major trends of visual merchandising in the new millennium. 20
3. Describe the 4 steps in the evolution of store design and visual merchandising. 20
4. What are the various safety points that one needs to consider while planning and installing a display ? 20
5. Discuss the importance of colour in industries such as visual merchandising. 20
6. What are the different types of instore signs used by retailers to motivate consumer purchases ? Also list down any 3 materials used for construction of signages, the characteristics of each and their use and advantages. 20
7. Discuss the different types of light sources that are used for instore and window illumination. 20
8. Explain the different types of display setting that can be used by the visual merchandiser to set the scene for the merchandise to be sold. 20