

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2015

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. How does a designer select the lighting source ?
Discuss in detail. 10
2. If you have been assigned as a store designer for a retailer selling Indian Handicrafts, how would you like to design the store front and what materials would you recommend ? Discuss in detail. 10
3. What are the different types of store layouts ?
Briefly explain each type. 10
4. "The process of developing effective product displays consists of stacking while identifying the product qualities." Justify the statement with suitable examples. 10

5. What are the security systems that a store designer can suggest to a departmental store ? 10
 6. Design a store front for a retailer selling candies and explain its elements briefly. 10
 7. As a store designer, what layout would you recommend for a book store ? Explain with the help of a diagram. 10
 8. What is the difference between flexibility of a store fixture and flexibility of store layout ? Explain 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. Is budgeting necessary in store designing ? If so, why ? Give examples in your answer. 10
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