

BBA IN RETAILING
Term-End Examination

December, 2015

**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 do you mean by 'Store Facade' ? Explain in detail the different types of store layout with suitable example. **4+6**
2. What do you understand by a colour wheel ? Explain in detail the colour schemes used by a merchandiser to display the merchandise. **2+8**
3. Explain briefly the types of merchandise presentation and the fixtures. **5+5**
4. Explain the features of Mall, Departmental stores and Neighborhood grocery stores. **10**
5. Describe the floor plan with diagram and category of kid's wear section. Also explain the salient features of display approach for apparels. **5+5**

6. Explain the display approach and merchandise presentation for Restaurants and Bars. 10
7. Describe the factors related to visual merchandising which must be taken care while planning to design a hotel. 10
8. Write short note on **any two** of the following : 5+5
- (a) Harmony
 - (b) FMCG (Fast Moving Consumer Goods)
 - (c) Digital Media
 - (d) Special Features of Mall
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