

01489

BBA IN RETAILING

Term-End Examination

December, 2017

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

Time : 2 hours

Maximum Marks : 50

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

1. Examine the role and influence of visual merchandising as a communication tool.
2. What is meant by store location and layout ? Explain their significance in the current competitive scenario.
3. What do you mean by props ? Explain their significance in developing the communication and store's image.
4. Harmony is agreement in feeling and consistency in mood. Explain in context of purchase merchandise.
5. Discuss various types of store's fixtures.
6. Explain the macro space planogram. Discuss the steps while setting a new store.

7. Critically explain the display approach in food and grocery products.
 8. Define and discuss the platinum, gold, silver and bronze areas of the store. What items should be placed in each and why ?
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