

00283

BBA IN RETAILING
Term-End Examination
December, 2018

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

Time : 2 hours

Maximum Marks : 50

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

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1. Explain the importance and objectives of Visual Merchandising. 10
 2. Discuss various layouts used in retail stores, with examples. 10
 3. Explain the step involved in creating a new Planogram. 10
 4. Proportion and balance are important in planning a display. Discuss with examples. 10
 5. Discuss the salient features of display approach for apparels. 10
 6. Write down the differences among Departmental Store, speciality Homeware Store and hypermarkets for Home Fashion. 10
 7. Explain in brief In-Store Visual Merchandising for food and Groceries. 10
 8. Write short notes on any two of the following : 5+5
 - (a) Gadgets
 - (b) Shelf Schematic Report
 - (c) Display approach for Fashion Accessories
 - (d) Mock room
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