

**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (M.Sc.VMCD)**

Term-End Examination

June, 2012

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. What are the different types of walls and floors, 10
in retail outlets ? Explain with examples.
2. Explain all the elements of the store front with 10
the help of a drawing for a retailer selling kids
apparel.
3. What are the fire protection devices installed in 10
any retail store ?
4. What is store designing for inventory ? Why it is 10
important for any store to plan its design ?
5. "Imagine going to the grocery store and watching 10
17 out of 20 customers shoplifting items from the
shelves and walking out of the store without
paying ,"comment on the statement.

6. What are the objectives of store lighting ? 10
 7. What are sprinklers ? What are its different types ? How a store ensures that it will work in case of emergency ? 10
 8. What is color rendition ? What is its importance in a retail store ? 10
 9. "Store design makes positive influence on customer satisfaction and purchase behaviour ". Justify the above statement with the help of suitable example. 10
 10. What are different properties of a display fixture ? Explain briefly with the help of a diagram. 10
-