

**M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)**

**Term-End Examination**

**June, 2013**

**MFM-042 : VISUAL MERCHANDISING AND  
STORE INTERIORS**

*Time : 3 hours*

*Maximum Marks : 100*

- Note :** (i) *Question paper has three sections.*  
(ii) *Attempt all sections.*  
(iii) *Internal choice is indicated.*

**SECTION - A**

**5x6=30**

(Answer any 5 of the following questions 1 to 6)

1. Explain the difference between permanent and non-permanent store layouts. 6
2. What are the three psychological factors that need to be taken care of while merchandising the stores ? 6
3. List the various kinds of display settings. 6
4. What are the five steps of display design ? 6
5. What are merchandise presentation guidelines ? 6
6. What does a visual display toolbox include ? 6

## SECTION-B

10x4=40

(Answer **any four** of the following questions **7 to 11**)

7. Define a display and describe the steps involved in the designing of a display. 10
8. How did the departmental stores change the concepts of Visual Merchandising in the 19<sup>th</sup> century ? 10
9. What are feature and capacity fixtures ? Explain in detail. 10
10. What are the steps of designing a planogram and what are the guidelines to be followed for a wall setup ? 10
11. What are the elements of design ? Explain any two with reference to Visual Merchandising. 10

## SECTION-C

(Question 12 is compulsory)

30

12. You are opening a moderately priced, contemporary, women's clothing shop in your neighbourhood. The space available is 30'x25' of selling space in a thriving shopping area with excellent traffic. The front of the store is glass.

- (a) What is going to be the various categories of merchandise that you would choose to keep at the store ?
- (b) What will be the different types of fixtures that you would buy for the store ?
- (c) Design a store layout showing the placement of the following on the diagram :
  - (i) Wall fixtures
  - (ii) Categories of merchandise on each fixture
  - (iii) Cash desk and trial room
  - (iv) Floor fixtures

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