

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00350

June, 2017

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. What is Store Design ? Discuss its importance in retailing. 10
2. Design a storefront for a retailer selling handicrafts (Indian) and explain its elements briefly. 10
3. Describe the different types of floor fixtures used in a retail store. 10
4. "Every element in the store should be customized in order to bring differentiation." Comment. 10

5. What are the objectives of store lighting ?
Discuss. 10

 6. What are sprinklers ? What are the different types of sprinklers ? How does a store ensure that sprinklers will work in case of emergency ?
Explain. 2+3+5

 7. What information is a store designer required to collect to design a retail store ? Discuss. Support your answer with suitable examples. 10

 8. "Store fire protection devices are optional for any retailer to install." Comment. 10

 9. Explain grid layout and free flow layout with its advantages and disadvantages. 10

 10. How will a store designer select the display techniques for products ? Describe. 10
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