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**BBA IN RETAILING**  
**Term-End Examination**  
**June, 2017**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. Discuss the essential features of visual merchandising ? Also explain the prerequisites while planning for visual merchandising.
2. What is meant by store ambience ? Explain in detail the elements to be taken care while finalizing a store ambience.
3. What do you mean by mannequins ? Discuss its different types in detail.
4. What do you mean by balance ? Explain the different types of balance while planning to display the merchandise in a store.
5. Discuss various types of retail formats with suitable examples.

6. What are the main categories of in-store merchandise presentation for fashion apparel ? Discuss any two categories in details.
  7. What do you mean by white goods ? Explain the display approach and presentation of white goods in a retail store.
  8. What type of store layout is preferred and disliked in small stores by consumers ?
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