

00195

**BBA IN RETAILING**  
**Term-End Examination**  
**June, 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. What is visual merchandising ? Explain the steps involved in planning for visual merchandising. **3+7=10**
2. Discuss the role of Brand imagery and store ambience for a Mall or a shopping centre, with examples. **10**
3. Discuss various types of Retail Formats with examples. **10**
4. Discuss the in-store merchandise presentation for fashion apparel. **10**
5. Explain the display approach for Home fashion. **10**
6. How would you display Fashion Jewellery in a store ? Discuss in detail. **10**
7. What is merchandise presentation ? Discuss the different types of merchandise presentations. **10**

8. Write short notes on **any two** of the following : **5+5=10**

- (a) Online Visual Merchandising
  - (b) Merchandise presentation for Brown Goods
  - (c) Types/forms of Harmony
  - (d) Types of Mannequins
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