No. of Printed Pages: 2

BRL-012

P.T.O.

## 0195

**BRL-012** 

## **BBA IN RETAILING**

## **Term-End Examination**

June, 2018

## BRL-012 : VISUAL MERCHANDISING AND STORE MANAGEMENT

Note: Attempt any five questions. All questions carry equalmarks.  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.  3. Discuss various types of Retail Formats with examples.  4. Discuss the in-store merchandise presentation for fashion apparel.  5. Explain the display approach for Home fashion.  6. How would you display Fashion Jewellery in a store? Discuss in detail.  7. What is merchandise presentation? Discuss the different types of merchandise presentations.	Time	e: 2 hours Maximum	Maximum Marks : 50		
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.  3. Discuss various types of Retail Formats with examples.  4. Discuss the in-store merchandise presentation for fashion apparel.  5. Explain the display approach for Home fashion.  6. How would you display Fashion Jewellery in a store? Discuss in detail.  7. What is merchandise presentation? Discuss the	Note		arry eq	<sub> </sub> ua	
<ol> <li>Discuss the role of Brand imagery and store ambience for a Mall or a shopping centre, with examples.</li> <li>Discuss various types of Retail Formats with examples.</li> <li>Discuss the in-store merchandise presentation for fashion apparel.</li> <li>Explain the display approach for Home fashion.</li> <li>How would you display Fashion Jewellery in a store? Discuss in detail.</li> <li>What is merchandise presentation? Discuss the</li> </ol>	1.	Ŭ <b>1</b>	ng.	_40	
<ul> <li>examples.</li> <li>Discuss the in-store merchandise presentation for fashion apparel.</li> <li>Explain the display approach for Home fashion.</li> <li>How would you display Fashion Jewellery in a store? Discuss in detail.</li> <li>What is merchandise presentation? Discuss the</li> </ul>	2.	ambience for a Mall or a shopping centre,	tore		
<ul> <li>fashion apparel.</li> <li>5. Explain the display approach for Home fashion. 10</li> <li>6. How would you display Fashion Jewellery in a store? Discuss in detail.</li> <li>7. What is merchandise presentation? Discuss the 10</li> </ul>	3.	, <u>, ,</u>	with	10	
<ul> <li>6. How would you display Fashion Jewellery in a store? Discuss in detail.</li> <li>7. What is merchandise presentation? Discuss the 10</li> </ul>	4.		ı for	10	
store? Discuss in detail.  7. What is merchandise presentation? Discuss the	5.	Explain the display approach for Home fash	ion.	10	
<u> </u>	6.		in a	10	
	7.	<u>-</u>		10	

1

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