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BRL-012

B. B. A. IN RETAILING

Term-End Examination

June, 2019

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

Time : 2 Hours

Maximum Marks : 50

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

1. What are the elements of visual merchandising ? Clarify and state the steps to be followed in effective visual merchandising. 3, 7
2. What do you mean by 'displays' ? Explain the types of display setting and also state the different types of errors that may generally occur while planning to display the merchandise in a retail store. 2, 4, 4
3. What do you understand by 'Macro Planogram' ? Explain and state the types of merchandise presentation. 5, 5

4. Describe the various VM (Visual Merchandising) approaches for retail formats.

10

5. Explain the main category of in-store merchandise presentation for home fashion. 10

6. Discuss the display approach for fashion accessory, and state the differences between departmental store and speciality market. 10

7. Describe the types of retail outlets catering for food and groceries category, and explain the types of fixturers for in-store visual merchandise for food and groceries. 5, 5

8. Write short notes on any *two* of the following: 5, 5

(a) Macro space planogram

(b) Kids wear display

(c) FMCG

(d) White Goods