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BRL-012

B. B. A. IN RETAILING (BBRL)

Term-End Examination

June, 2020

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

Time : 2 Hours

Maximum Marks : 50

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

1. Discuss the essential features of visual merchandising. Also explain the pre-requisites for planning for visual merchandising. 5+5
2. What do you mean by Window Displays ? What are its different types ? Discuss these types of display setting. 2+4+4
3. What is meant by a colour wheel ? Explain in detail the colour schemes used by merchandiser to display their merchandise. 4+6

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4. What do you understand by Fixtures ? Explain the types of fixtures in detail. 5+5
5. Discuss various types of retail formats with suitable examples. 10
6. Describe the floor plan with diagram and category of men's wear section. 4+6
7. What is the difference between Departmental Store and Specialty Market ? Also discuss the display approach for fashion accessory. 5+5
8. Write short notes on any *two* of the following : 5 each
 - (a) Mannequins
 - (b) Fixtures
 - (c) Luxury Retailer
 - (d) Hypermarkets