

**BBA IN RETAILING**  
**Term-End Examination**  
**June, 2022**

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

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** Attempt any **five** questions. Each question carries  
10 marks.

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1. What is Visual Merchandising ? Explain the objectives and elements of visual merchandising for Retailing. 2+8
2. What is a Store Layout ? Discuss different types of layouts. 3+7
3. What do you understand by Window Displays ? Discuss various types of Display Settings. 5+5
4. Explain the concept of Planograms and also describe the process of creation of Planograms. 5+5

5. Describe various types of retail formats. 10
6. Explain In-store Merchandise Presentation for Fashion Apparel. 10
7. Discuss the main category of In-store Merchandise Presentation for Home Fashion. 10
8. What do you mean by White goods and Brown goods ? Explain the display approach and presentation of white and brown goods. 4+6
9. Write short notes on any **two** of the following : 2×5=10
- (a) Brand Imagery
  - (b) Harmony
  - (c) Men's Wear
  - (d) Hypermarkets
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