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BRL-012

B. B. A. IN RETAILING
Term-End Examination
June, 2023

BRL-012 : VISUAL MERCHANDISING AND
STORE MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any five questions.*

(ii) *Each question carries 10 marks.*

1. What is store layout ? Explain the different types of store layout. 4+6
2. Describe different forms of harmony. Explain the elements of design one should keep in mind at the time of creating harmony. 4+6
3. (a) Explain various types of merchandise presentation. 5
(b) Distinguish between micro-space and planogram and macro-space planogram. 5
4. Explain the salient features of display approach for apparels. 10

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5. Explain the distinguishing features of Departmental stores, Exclusive homeware stores and Hypermarkets. 10
6. Describe in detail about display of fashion jewellery in a store with examples. 10
7. Discuss the importance of visual merchandising for food counts with examples. 4+6
8. What is meant by exhibition space ? Explain the points to be considered while planning for exhibition space. 4+6
9. Write short notes on any *two* of the following : 5+5
 - (a) Abstract setting
 - (b) Exclusive store
 - (c) Shelf schematic report
 - (d) Gondola

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