

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

June, 2015

00246

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. "Store design concept plays a significant role in delivering the brand promise in the store environment through design and presentation."
Comment. 14
2. Design a store-front for a retailer selling women's ethnic wear. Explain its various elements also. 14
3. What are the different types of fixtures used in store design ? Explain with the help of diagrams. 14
4. What is transition zone ? What is the role of transition zone in a retail store ? Why are transition zones created ? 14

5. If you visit a retail store and observe that people are doing shop-lifting easily and the retail store staff is unable to control that, what preventive measures would you suggest to the retailer? 14

6. How is a traditional retailer different from a modern retailer in terms of store layout? Comment on all aspects. 14

7. What is the importance of developing a store lighting plan? Explain with the help of an appropriate example. 14

8. What are circulation, service and display areas in a retail store? Why should a store designer have knowledge about the same? Elaborate. 14