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**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (M.Sc.VMCD)**

**Term-End Examination**

**December, 2011**

**MFW-073 : STORE DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any seven questions.*

*All questions carry equal marks.*

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1. What are the objectives of store Designing ? 10  
Explain briefly with examples.
2. Explain all the elements of a store front with the 10  
help of a drawing for a retailer selling toys.
3. What are different types of store layout ? Explain 10  
with diagrams.
4. "Display fixtures which can be either horizontal 10  
or vertical". Justify your answer.
5. What can be the different arrangements of cash 10  
counter in a store ? Justify your answer.

6. "Retail lighting is a careful arrangement of contrast, color and control of a variety of different lighting sources and techniques". Comment. 10
  7. If you would be asked to design a store, what all information would you like to collect ? Explain with the help of suitable examples. 10
  8. Explain briefly different display techniques for retail showroom of toys. 10
  9. "Overall circulation must be clear enough that the shoppers must focus on the displays and not on the aisles". Justify the above statement. 10
  10. Explain the theory of unique products with the help of suitable examples. 10
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