

00253

**M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)**

**Term-End Examination**

**December, 2011**

**MFM-042 : VISUAL MERCHANDISING AND  
STORE INTERIORS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Section - 1 is compulsory. Section - 2 attempt  
any four questions. Each question carries 20 marks.*

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**SECTION - 1**

**(Compulsory Question)**

1. Answer the following briefly. Attempt *any 5* :  $5 \times 4 = 20$
- (a) Briefly explain hue, value, tint and shade.
  - (b) Where should the brightest light be focussed in a display ?
  - (c) List the types of display settings.
  - (d) What are the advantages and disadvantages of an open - backed window ?
  - (e) List any four considerations that need to be made while allocating space to merchandise.
  - (f) What is the use of a T stand in a store display ?

## SECTION - 2

(Answer *any four* of below questions)

2. Define visual merchandising and explain its role in the retail industry. 20
3. What are the different types of store layouts ? Explain with diagrams mentioning the advantages and disadvantages of each. 20
4. Explain the uses of the different types of fixtures along with diagrams. 20
5. What are the 5 principles of design that should be considered in the development of a display ? Explain any three in detail. 20
6. Describe the different types of displays compare promotional and institutional displays. 20
7. Discuss the various ways of maximising the effectiveness of graphic displays. 20
8. Describe the various stages for preparing a visual presentation. 20