

M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)

Term-End Examination

December, 2013

MFM-042 : VISUAL MERCHANDISING AND
STORE INTERIORS

Time : 3 hours

Maximum Marks : 100

Note : (i) Question paper has **three** sections.

(ii) Attempt **all** sections.

(iii) Internal **choice** is indicated.

SECTION-A

(Answer any 5 of the following Questions 1 to 6)

6x5=30

1. What are the hot spots inside a store in terms of visual display and why ?
2. List down the various elements of design.
3. What is a color wheel ? What are complementary, analogous and Triadic colors ?
4. How is lighting used as a tool for visual merchandising ?
5. What are the tips for maintaining a wall display ?
6. What are the characteristics of vinyl signages ?

SECTION-B

(Answer any 4 of the following Questions
7 to 11)

10x4=40

7. Why are Planograms important and what are its design objectives ?
8. Explain the goals of Visual Merchandising.
9. What are signages and graphics ? Describe the different types of signages used at the stores.
10. Describe how graphics can be used effectively in Visual Merchandising.
11. Describe in detail how color is used as a design tool in Visual Merchandising.

SECTION-C

(Question 12 is compulsory)

12. Design a Wall Planogram, 18 ft across, for the display of a new collection at a Menswear store. The collection has 5 bottoms and 12 tops. Other accessories can be used as per your requirement. The following also need to be mentioned : 30
 - (a) The theme of the collection being introduced.
 - (b) The time of the year when this merchandise is to be introduced into the store.
 - (c) Mark where the tops & bottoms are placed on shelves in the Planogram.
 - (d) Any graphics/signages being used in the display.
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