

**BBA IN RETAILING**

**Term-End Examination**

**.December, 2012**

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**BRL-012 : VISUAL MERCHANDISING AND  
STORE MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

**Note :** *Attempt any five questions.*

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1. What is meant by visual merchandising ? Explain the trends in visual merchandising. **3+7=10**
  
2. Explain the various types of displays. **10**
  
3. What do you mean by In-store Signage ? Distinguish between category signage and offer signage. **4+6=10**
  
4. What do you understand by a colour wheel ? Explain the colour schemes used by a merchandiser to display the merchandise. **3+7=10**
  
5. Explain the display approach and presentation of white and brown goods in retail store. **5+5=10**

6. Explain the essential features for effectiveness in sale of food and beverages in a retail store. **10**
7. What is meant by 'Exhibition Space ? State the points to be taken care of while planning for exhibition space. **2+8=10**
8. How would you display fashion jewellery in a store ? Explain. **10**
9. Write short note on the following : **10**
- (a) Proportion in VM
  - (b) Emphasis in VM
  - (c) Brand Imagery
  - (d) Store Facade
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