

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

Term-End Examination

00235

December, 2014

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Why is it important to know the trends in floors, ceilings, fixtures, lighting, etc. while designing a store ? Explain in detail. 14
2. What is the significance of considering consumers' behaviour in store designing ? Explain in detail. 14
3. What kind of security devices would you recommend to be installed in a store ? Explain briefly. 14
4. What are the different types of store branding that can be done on facade ? Explain with the help of appropriate drawing. 14

5. "There is a significant role of approach, ambience and presentation in building brand experience."
Comment. 14
 6. Design a store front for a retailer selling toys.
Explain its various elements also. 14
 7. What is the importance of store layout ? How does it help retailers and shoppers/customers ? Discuss in detail. 14
 8. Develop a lighting plan for a departmental store. 14
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