

BBA IN RETAILING

Term-End Examination

December, 2014

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

Time : 2 hours

Maximum Marks : 50

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

1. What is Brand Imagery ? Describe in detail about store layout. **4+6**
2. What do you understand by 'Rhythm' ? Discuss the ways through which rhythm can be created. **10**
3. Explain various types of floor fixtures. **10**
4. Explain the salient features of Mall, Departmental stores and Neighbourhood grocery stores. **10**
5. What is meant by brown goods ? Discuss the display approach and presentation of brown goods in a retail store. **2+8**
6. Discuss the main categories under Instore merchandise presentation for fashion accessories. **10**

7. Explain the techniques of Instore merchandise presentation for food and groceries. **10**
8. Write short notes on any two of the following : **5+5**
- (a) Exhibition Space
 - (b) Digital Media
 - (c) Multi - branded Electronic Stores
 - (d) Mannequins
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