

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

Term-End Examination

December, 2016

00241

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. "The store design has to collaborate with the retail ideology and the vision of the brand." —
Justify the statement with suitable examples. 10

2. "Is it necessary for a store designer to have knowledge about flooring and wall materials ?" —
Justify your answer giving examples. 10

3. What are the different types of wall fixtures ?
Support your answer with drawings. 10

4. What are the various special system arrangements required for a food retailing store ?
Explain giving suitable examples. 10

5. "While merchandise overlaps from one store to the other, it is the customer's shopping experience which gives it a competitive edge in the retail market and is a secret of the retailer's success." — How does store designing help in providing that competitive edge to the retailer ? Give suitable examples. 10
 6. How will a store designer select the display techniques for products ? Discuss in detail. 10
 7. "Every element in the store should be customized in order to bring differentiation." Comment giving examples. 10
 8. You have been appointed as a designer of a retail chain of a fashion apparel brand. What kind of a store front would you like to recommend to the client ? Explain in detail, why. 10
 9. What are the devices installed in the store to make shoppers comfortable and protected in the store ? Give examples to support your answer. 10
 10. What is the process of designing a retail store ? Justify your answer with designing a retail store for a newly launched smart mobile phone. 10
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