

**BBA IN RETAILING**  
**Term-End Examination**

**December, 2016**

**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 effective visual merchandising ? Explain the essential features of visual merchandising of a store run by organized retail player. 3,7
2. What do you mean by Mannequins ? Discuss its different types in detail. 3,7
3. Discuss the salient features of display approach for apparels. Give examples to illustrate your answer. 10
4. Discuss the types of merchandise presentation and distinguish between Micro Space Planogram and Macro Space Planogram. 5,5
5. Give details of main categories of a store Merchandise for presentation for Home Fashion. 10
6. Discuss the main issues while planning for exhibition space. 10

7. Is visual merchandising important for restaurants ? Justify. 10
8. Write notes on any two : 5,5
- (a) Significance of personal space in store layout
  - (b) Exclusive store and Hyper Markets
  - (c) Types of display setting
  - (d) Gardens and Outdoors
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