

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

Term-End Examination

00381

December, 2017

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Explain different types of store layouts with examples. 10
2. What are the security systems a store designer can suggest to a departmental store ? Discuss. 10
3. What are the different types of wall fixtures ? Discuss. Support your answer with drawings. 10
4. If you have been hired as a store designer for a retailer selling kids toys, how would you like to design the store front and what materials will you recommend ? Describe. 10

5. What is a Transition Zone ? What is the role played by a transition zone in a retail store ? Discuss. *10*

 6. What are Circulation, Service and Display areas in a retail store ? Why should a store designer have knowledge about the same ? Discuss. *10*

 7. How does a designer identify product qualities ? Give your answer with a diagram citing examples. *10*

 8. What is Colour Rendition ? What is its importance in a retail store ? *10*

 9. What are the different types of floor materials which can be used in retail stores ? Discuss. *10*

 10. What are the challenges associated with store designing ? Discuss. *10*
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