

**BBA IN RETAILING**  
**Term-End Examination**  
**December, 2021**

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

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** (i) Attempt any **five** questions.

(ii) Each question carries 10 marks.

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1. State the importance and essential features of Visual Merchandising.
2. What are the different types of displays in a Retail Store ? Explain the different types of errors that may generally occur while planning to display the merchandise in a retail store.
3. What are the main principles of Design ? Explain any two with the help of an example.
4. How do you place a product category/brand on layout in a new store ? Explain with diagram.

5. What are the salient features of display approach for apparels ? Explain womenswear section with floor plan.
  6. Discuss the techniques of merchandise presentation in food and grocery, with suitable examples.
  7. What do you mean by white goods ? Explain the display approach and presentation of white goods in a retail store.
  8. What is meant by Kiosk ? Describe the guidelines to be followed while designing a kiosk.
  9. Write short notes on the following :
    - (a) Shelf Schematic Report
    - (b) Fixtures
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