

No. of Printed Pages : 2

**BRL-012**

**B. B. A. IN RETAILING (BBR)**

**Term-End Examination**

**December, 2022**

**BRL-012 : VISUAL MERCHANDISING**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer any **five** questions. Each question carries 10 marks.*

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1. Discuss the essential features of visual merchandising. Also explain the pre-requisites while planning for visual merchandising. 5+5
2. What do you mean by store layout ? Discuss in detail the different types of store layout. 2+8
3. What is meant by a colour wheel ? Explain the colour schemes used by a merchandiser to display the merchandise. 4+6
4. Discuss the types of merchandise presentation and distinguish between micro space planogram and macro space planogram. 5+5

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5. Explain In-store visual merchandising for Food and Groceries. 10
6. Explain the display approach and merchandise presentation for food courts. 10
7. What do you mean by Exhibition Space ? Discuss the points to be taken care while planning for exhibition space. 2+8
8. What do you understand by digital media ? Discuss in detail the role of visual merchandising in bank and service sectors. 4+6
9. Write short notes on any *two* of the following :

5×2=10

- (a) Rhythm
- (b) Departmental stores
- (c) Food courts
- (d) Kiosks

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