

No. of Printed Pages : 2

**BRL-012**

**B. B. A. IN RETAILING**

**(BBARL)**

**Term-End Examination**

**December, 2023**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What is Mannequins ? Explain the different types of mannequins. 4+6
  
2. Define visual merchandising. Explain the trend in visual merchandising. 4+6
  
3. What do you mean by fixtures ? Discuss different types of fixtures in a retail store with suitable examples. 4+6

**P. T. O.**

4. Explain the features of Mall, Departmental stores and Neighborhood grocery stores. Give suitable examples. 10
5. (a) What do you mean by window display ? 4  
(b) Distinguish between offer signage and category signage. 6
6. Describe different types of retail outlets catering for food and groceries category. Give suitable examples. 10
7. Explain the display approach and merchandise presentation for Restaurants and Bars. 10
8. Write in detail the role of visual merchandising in Banks and Service sectors. 10
9. Write short notes on any *two* of the following : 5+5
  - (a) Fittings and Hardware
  - (b) Hair Accessories
  - (c) Wall mount sunglasses display
  - (d) Gadgets