

BBA IN RETAILING

Term-End Examination

June, 2012

00501

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. Define Visual Merchandising ? Explain its objectives. **3+7=10**

2. State the importance of lighting in a retail store and list the different types of sources of light. **4+6=10**

3. What is meant by 'balance' in visual merchandising ? Differentiate between formal balance and informal balance. **2+8=10**

4. Discuss the display approach and merchandise presentation for electronic goods. **10**

5. Explain in brief the role of visual merchandising for kiosks. **10**

6. Describe the floor plan with diagram for men's wear section in a retail shop. 10
 7. Explain In-store merchandise presentation for home decor accessories. 10
 8. Discuss the common errors usually committed by a merchandiser while displaying the products in a retail shop. 10
 9. Write short notes on *any two* of the following : 5+5=10
 - (a) Rhythm in VM
 - (b) Harmony in VM
 - (c) Props
 - (d) Hyper Market.
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