

**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (M.Sc.VMCD)**

**Term-End Examination**

**June, 2013**

**MFW-073 : STORE DESIGN**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. "Store Designer's aim is to ensure that a retailer be able to get the feel of what he/ she is going to buy before he/she does so, and the designer to be able to visualize how he/she wants to use the capabilities of the different products to create unique retail environment". Comment on the above statement giving examples in support of your answer. **10**
2. You have been hired as a designer of a retail chain of a fashion apparel brand, what kind of a store front would you like to recommend to the client and explain in details why ? **10**
3. What are the devices installed in the store to make shoppers comfortable and protected in the store ? Give examples to support your answer. **10**

4. What are the wall alternatives available to the store designer for retailer selling home furnishings ? Give example of each alternative. 10
  5. How a designer selects display techniques ? Justify your answer with examples and diagram. 10
  6. How a designer identify lighting task areas ? Explain with suitable examples. 10
  7. Is budgeting necessary in store designing ? If so, why ? Give examples in your answer. 10
  8. What is the process of designing a retail store ? Your answer should be justified by giving suitable examples. 10
  9. What are the different fixtures used by a departmental store ? Explain in short the uses of each such fixture. 10
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