

BBA IN RETAILING

Term-End Examination

June, 2013

00574

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. What is meant by visual merchandising ? Explain its importance. **2+8**
2. Explain the concept of 'emphasis' in visual merchandising. Discuss the points concerning emphasis while planning a display. **4+6**
3. What is 'planogram' ? Describe the steps involved in creating a new planogram. **3+7**
4. Discuss various types of retail formats with examples. **10**
5. Explain the distinguishing features of 'Departmental Store', 'Exclusive Homeware Store' and 'Hypermarkets'. **3, 3, 4**

6. Explain the display approach used for food and grocery products. 10
 7. Elaborate on the concepts of display approach and merchandise presentation for cafes. 10
 8. Write short notes on **any two** of the following : 5+5
 - (a) White goods
 - (b) Brown goods
 - (c) Gadgets
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