

**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL SERVICES)  
(MBARS)**

**Term-End Examination**

**June, 2014**

**MRS-025 : DESIGN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. (a) Explain the concept of 'lateral thinking'. What are the various methods or techniques that are used in lateral thinking? 10
  - (b) What is meant by service design? Briefly describe the key elements for designing a new service. 10
  2. Illustrate the steps to be followed by a retailer while designing a new retail store. Explain the ways in which demand for a new retail store (departmental store) can be estimated. 20
  3. (a) As an expert, draw a circulation plan and planogram for a new departmental store. 10
  - (b) What do you understand by 'mind mapping'? Draw a mind map by keeping the theme 'education for all' into consideration. 10

4. What is the importance of Innovation in Design Management ? Design Management needs some creation. Do you agree ? Justify your answer with suitable examples. 20
5. What do you mean by Fixture Planning ? What is the need for fixture planning in Design Management ? Write the limitations of fixture planning. 20
6. Discuss the role of research in Design Management. Distinguish between Exploratory Research and Descriptive Research with reference to Design Management. 20
7. Write the short notes on **any two** of the following : **10x2=20**
- (a) Prototypes
  - (b) Visual Merchandise
  - (c) Cross Functionality in strategic Business
  - (d) Grid - Layout
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