

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00494

June, 2014

MFW-073 : STORE DESIGN

Time : 3 hours

Maximum Marks : 70

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

1. Who designs the store ? How does store design work ? 10
2. How does a designer select lighting source ? Discuss in detail. 10
3. "The store design has to collaborate with the retail ideology and the vision of the brand." Comment giving examples. 10
4. If you have been hired as a store designer for a retailer selling Indian handicrafts, how would you like to design the store front and what materials would you recommend ? Discuss in detail. 10
5. Is it necessary for a store designer to have knowledge about flooring and wall materials ? If so, justify your answer giving examples. 10

6. What are the different types of store layout ?
Briefly explain each type. *10*
 7. What are the different types of wall fixtures ?
Support your answer with drawings. *10*
 8. “The process of developing effective product displays consists of stacking while identifying the product’s qualities.” Explain with suitable examples. *10*
 9. What are the various special system arrangements required for food retailing store ?
Justify your answer with examples. *10*
 10. What are the security systems a store designer can suggest to a departmental store ? *10*
-