

BBA IN RETAILING

Term-End Examination

June, 2014

**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 are the elements of visual merchandising ? 5+5
Discuss the essential features of visual merchandising.
2. What do you understand by Display ? Explain 4+6
the types of display and types of display setting.
3. What do you mean by a colour wheel ? Discuss 2+8
the colour Schemes used by merchandiser to display the merchandise.
4. What do you mean by macro and micro space 10
planogram ? Discuss in detail.
5. Describe in detail the Instore Merchandise 10
Presentation for Fashion Apparel with diagram.
6. What are the main categories of Instore 10
Merchandise presentation for Home fashion ?
Explain them briefly.

7. What do you understand by visual merchandising for food and groceries ? Describe the types of retail outlets catering for food and groceries category. **4+6**
8. Write short notes on **any two** of the following : **5+5**
- (a) Essential features for effectiveness of Food and Beverage
 - (b) Gondola
 - (c) Semi realistic setting
 - (d) Neighbourhood stores
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