

No. of Printed Pages : 2

BRL-012

B. B. A. IN RETAILING

(BBARL)

Term-End Examination

June, 2024

BRL-012 : VISUAL MERCHANDISING

Time : 2 Hours

Maximum Marks : 50

***Note :** Attempt any **five** questions. Each question carries 10 marks.*

1. Explain the instore merchandise presentation for electronics with graphic presentation. 10
2. Explain the display approach and merchandise presentation for Restaurants and Bars. 5+5
3. Write notes on any *two* from the following : 5+5
 - (a) Hypermarkets—their characteristics
 - (b) Luxury retailer
 - (c) Budget retailer
 - (d) Lightings

P. T. O.

[2]

4. What do you mean by Fixtures ? Discuss different types of fixtures used in retail setting. 3+7
5. (a) What is the role of colour in visual merchandising ? Discuss. 5+5
- (b) Briefly explain principles of design.
6. What do you understand by mannequins ? Discuss its different types. 3+7
7. What are the different types of store layout ? Explain with diagrams. 10
8. (a) What do you mean by store facade ? 5+5
- (b) How is white goods different from brown goods ?