

BBA IN RETAILING

Term-End Examination

June, 2015

**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
Explain the steps to be followed in effective visual merchandising.

2. (a) Explain the concept of 'store ambience' and 5+5
its various elements.
(b) Describe the main types of sources of lighting.

3. Discuss various types of retail formats with 10
examples.

4. State the importance of displays and its two 6+4
categories. Also explain the essentials of good display.

5. What is 'planogram' ? Explain and describe the 4+6
various types of Fixtures.

6. Explain the distinguishing features of 'Departmental Stores', 'Exclusive Homeware Store' and 'Hypermarkets'. **3+3+4**
7. Describe the In-store Merchandise presentation for Electronics. **10**
8. Write short notes on **any two** of the following : **5+5**
- (a) Brand Imagery
 - (b) Luxury Retailer
 - (c) Shelf Schematic Report
 - (d) Store Management
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