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(Printed Pages 3)

Roll No. \_\_\_\_\_

**MS-3154**

M.B.A. (R.M.) (Fourth Semester)

Examination, 2015

Store Design & Visual Merchandising

[ RM-041 ]

***Time Allowed : Three Hours ] [ Maximum Marks : 70***

Note : Attempt five questions in all. Question No. 1 is compulsory and carries 30 marks. Other questions carry 10 marks each. Attempt one question from each Unit.

1. Write short notes on the following :

- (a) Colour Wheel 3 × 10 = 30
- (b) Anchor Store
- (c) Signage
- (d) Store Ferade
- (e) Cross Merchandising
- (f) Gondde
- (g) Private Label

**P.T.O.**

**(2)**

- (h) Mannequin
- (i) Distressed Goods
- (j) Dynamic Experiences

Unit-I

- 2. Discuss in detail the rules of Visual merchandising citing relevant examples. 10
- 3. Throw light on the main elements of visual merchandising and elaborate on their significance in store designing. 10

Unit-II

- 4. A visual merchandiser can make use of some basic areas in the store for display. Where all can a VM display within a store? 10
- 5. Colours are after used to emphasise desired characteristics. In light of this elaborate on the meaning of and the importance of any five colours of your choice.  $5 \times 2 = 10$

**(3)**

Unit-III

- 6. The style of fixture you choose should reflect the store's image and should be appropriate for the merchandise as well. What are the various options available in wall and floor fixtures? 10
- 7. Discuss the statement : A good circulation plan delivers the customers to the merchandise. 10
- 8. Write a descriptive note on the 4 E's of experience Design along with the design principles for successful XD.  $5 + 5 = 10$
- 9. Future belongs to participatory and argued retail spaces. What opportunities does this open up for visual merchandising? 10