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BRL-012

**B.B.A. IN RETAILING
(BBARIL)**

Term-End Examination

December, 2024

**BRL-012 : VISUAL MERCHANDISING AND STORE
MANAGEMENT**

Time : 2 Hours

Maximum Marks : 50

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

1. What is the importance of visual merchandising in retail ? Discuss its elements. 4+6
2. What do you mean by window displays ? What are its different types ? 3+7
3. What is harmony ? Discuss its different forms. 3+7
4. How do we place a product category/brand on layout in a new store ? Discuss with diagram.

5+5

5. Explain the men's and women's wear sector with floor plan. 10
6. Write notes on any *two* of the following : 5+5
- (a) Store and Shelves
 - (b) Gardens and Outdoors
 - (c) Fittings and Hardware
7. (a) Discuss the display approach for fashion accessory. Explain any *three* types. 6
- (b) How would fashion jewellery be displayed in a store ? Explain any *two* types. 4
8. Give a comparative study of the following : 5+5
- (a) Multi-Branded/Electronic Stores
 - (b) Brand Stores/Experience Stores

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