

**DIPLOMA IN FASHION DESIGN
AND RETAIL (DFDR)
Term-End Examination
December, 2025**

**BFD-078 : VISUAL MERCHANDISING AND IT
APPLICATION IN RETAILING**

Time : 3 Hours

Maximum Marks : 100

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

1. (a) What is the role of colour in visual merchandising ? Discuss. 10
- (b) What is meant by Brand Imagery ? Explain Store Facade in detail. 10
2. (a) What is the purpose and use of mannequins in fashion retail ? Explain its different types. 10

- (b) Discuss the different types of display setting in retail stores. 10
3. (a) Describe visual merchandising for various formats. 10
- (b) Explain how you will design women's wear section with its floor plan. 10
4. (a) How will you display fashion jewellery in a store ? Discuss. 10
- (b) What are the methods of measuring service quality ? Explain. 10
5. (a) Explain the role of RFID in creating customer value. 10
- (b) Describe how RFID is different from Bar Code. 10
6. (a) Why is information system important in retail business ? Discuss the benefits of information system in retail. 10
- (b) Describe the benefits of MMS in retail business. 10

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7. Write short notes on any *four* of the following : 4×5=20

- (a) Interfaces used in POS system
- (b) Components of store execution system
- (c) Loyalty Management
- (d) Retail Business Intelligence (BI)
- (e) Retail Forecasting
- (f) Luxury Retailer
- (g) Supermarkets and Hypermarkets

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