

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

**Term-End Examination
December, 2025**

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

Time : 2 Hours

Maximum Marks : 50

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

1. (a) Discuss the objectives of Visual Merchandising. 5
- (b) Explain in brief the elements of Visual Merchandising. 5
2. What is meant by store ambience ? Explain the effect of lighting while finalizing a store ambience. 4+6

3. What is meant by In-store display ? Explain the essentials of a good display. How is Fantasy setting different from Abstract setting ? Give example in support. 2+6+2
4. What do you mean by balance ? Explain different types of balance while planning to display the merchandise in a store. 4+6
5. Discuss the types of merchandise presentation and distinguish between micro-space planogram and Macro-space Planogram. Give examples. 5+5
6. Discuss various types of retail formats with suitable examples. 10
7. (a) Enumerate the Home Decor Accessories. 5
(b) What is Mock Room and its purpose ? 5
8. (a) Discuss the display approach for Fashion Accessory. 5
(b) Discuss the display approach for fine and fashion jewellery in a store. 5

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9. Write notes on any *two* of the following : 5+5

(a) Types of fixtures used in a food retail store

(b) Merchandise presentation for Gadgets

(c) Food Court *vs.* Restaurant

(d) Digital Media *vs.* Kiosk

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