BFD–078

DIPLOMA IN FASHION DESIGN AND RETAIL (DFDR)

Term-End Examination

June, 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 visual merchandising ? Explain the objectives and elements of visual merchandising for Retailing.   10

    (b) Discuss the essential features and planning for visual merchandising.   10

2. (a) What do you mean by window display ? Discuss the various types of display settings.   10

(b) What is Planogram ? Discuss the steps involved in creating a planogram. 10

3. (a) Define Retail formats. Describe the different types of retail formats. 10

(b) Explain In-store merchandise presentation for fashion apparel. 10

4. (a) Discuss about display of fashion jwellery in a store. 10

(b) Differentiate between departmental store and speciality market with the help of examples. 10

5. (a) What do you mean by POS hardware and software ? Describe its benefits with reference to consumers. 10

(b) Discuss the components and characteristics of a computer. 10

6. (a) What is information system ? List out the use of Database Management System (DBMS). 10

(b) Describe the benefits of MMS (Merchandise Management System) to retail business. 10

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

(a) E-commerce and M-commerce

(b) Components of store execution

(c) Retail operation challenges

(d) Loyalty management

(e) Shifts in marketing

(f) Retail Business Intelligence

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