

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

Term-End Examination

June, 2025

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

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any *five* questions. All questions carry equal marks.

1. (a) Differentiate between Loop Layout and Grid Layout of a store. 5
(b) What are the various activities involved at the time of planning for Visual Merchandise ? 5
2. (a) What do you mean by Brand Identity ? Give examples. 5
(b) State the trends in visual merchandising with examples. 5
3. (a) Differentiate between assortment display and promotional display. 5

- (b) Explain the essentials of good display. 5
- 4. (a) What do you mean by props ? Explain with examples. 5
- (b) Differentiate between Mannequin and Torso with example. 5
- 5. What is meant by a colour scheme ? Explain in detail the colour schemes used by a merchandiser to display the merchandise. Give examples in support. 5+5
- 6. Explain the different types of fixtures used in store including floor fixtures. Give example of each. 10
- 7. Explain the in-store merchandise presentation for furniture, homeware and home decor accessories. 10
- 8. Describe the display approach and merchandise presentation for Food Courts. Give example. 10
- 9. Write notes on any **two** of the following : 5+5
 - (a) Online Merchandising
 - (b) Brown Goods
 - (c) Benefits of Micro Space Planogram
 - (d) Mock Rooms

× × × × ×